



INTERNATIONAL
SCHOOL
of INFORMATICS &
MANAGEMENT^{JAIPUR}
Technical Campus

(Formerly India International Institute of Management)

A Heritage of Vision • A Legacy of Innovation

Accredited A by NAAC

Mandatory Disclosure MBA



Sector - 12 ■ Mahaveer Marg ■ Mansarovar ■ Jaipur 302 020 ■ Rajasthan ■ INDIA
Tel: +91-141-2781154-55 ■ Fax: +91-141-2781158 ■ Email: iiim@icfia.org ■ Web: www.icfia.org



Faculty Profile

Name of Teaching Staff	DR. MANJU NAIR
Designation	Professor & Principal
Department	Management
AICTE ID	1-469771925
Date of Birth	5/14/1975
Date of Joining the Institution	27-08-1999
Academic Qualifications	<p>PhD in Management, University of Rajasthan, Jaipur</p> <p>PG in Personnel Management & Industrial Relations, Mahatma Gandhi University, Cochin, Kerala</p> <p>UG – B.Sc, Mahatma Gandhi University, Cochin, Kerala</p> <p>CMI Level 5 Certificate in Management & Leadership, UK, London</p> <p>Certificate in Women in University Administration Programme, University of Nebraska, Omaha, USA (Sponsored by US Govt.), 2016</p> <p>Certificate Programme in Intellectual Property Rights, University of New Hampshire, Concord, USA</p>
Total Experience in Years	Research & Teaching: 23 years Industry: 01 year
Research Areas/ Areas of Interest	Human Resource Development, Organization Development, Industrial Relations, Human Resource Management, Organization Behavior.
Significant Publications: Papers in Journals	International <ul style="list-style-type: none">• Jha S. & Nair M. (January 2019). Impact of Demographic Variables on Employee Engagement level in IT Sector: International Journal of Management Studies: ISSN 2249-0302 (Print) 2231-2528 (Online), 6(1)• Jha S. & Nair M. (November 2018). Relative Impact of Various Employee Welfare Programs on Attributes of Employee Engagement in I.T. Sector: International Journal of Current Research: ISSN 0975-833X, 10 (11)• Nair M. (April – June 2018). Current Status of Analytics in HR: Evidence Based Review in SCMS Journal of Indian Management: ISSN 0973-3167, 15 (2),• Nair M. & Jha S. (October-December, 2017). Scenario of Employee Welfare Programs in IT Sector of Rajasthan – Employee Expectations and Reality. Asian Journal Management. ISSN: 0976-495 (Print) ISSN: 2321-5763 (Online), 8 (4),• Jha S. & Nair M. (July 2017). Scheming the Employee Engagement Level in Employees of IT Sector of Rajasthan

in Researchers World- Journal of Arts, Science and Commerce. ISSN: 2231-4172, 8 (3),

- Varghese G. and Nair M. (January, 2017). A Study on the "Relationship between Organizational Culture and Job Satisfaction. A Comparative Study of State and Private Universities in Rajasthan". International Journal of Advanced Trends in Technology, Management & Applied Science. 3 (1), 07-16.
- Sharma B. & Nair M. (2016). A Comparative Study of Stress among Women Faculty in Government and Private Higher Education Sector in Rajasthan. International Journal of Organizational Behavior and Management Perspectives: ISSN: 2279-0950 (Print) ISSN: 2279-0969 (ONLINE); impact factor-2016: 7.185"
- Kaushik A. & Nair M (December 2016). Work Life Balance and its impact on Employee's Productivity with special reference to Women in Private Universities in Jaipur City. International Journal of Latest Engineering and Management Research (IJLEMR), ISSN: 2455-4847, 01 (11).
- Nair M. & Varghese G. (November 2016). Defining Organizational Culture through CVF – An overview in the International Multidisciplinary Research Journal, ISSN 2349-7637 (Online).
- Nair M. (October 2015-March 2016). Organizational Structure a Key to Driver to Competitive Advantage. International Journal of Management and Commerce Innovations, ISSN 2348-7585, 3(2), 248-356.
- Sharma B. & Nair M. (July-September, 2015). Work Life Balance Among Working Women in Service Sectors: A Conceptual Framework, Pezzottaite Journals, 4(3), ISSN (Print):2279-0950, IF (2012):2.9, IF(2013)5.071, IF (2014):5.97.
- Sharma B. & Nair M. (June 2015). A Qualitative Study on Causes and Effects of Stress Among Working Women in Management Colleges in Jaipur. International Journal of Current Advanced Research ISSN No. 2319-6505, 4(6), 152-157.
- Bakhshi P. & Nair M. (December 2014). Gaps in Standardization of Health Human Resource in Public Health. International Journal of Engineering and Management Research ISSN No. 2250-0758, 4(6).
- Nair M. (Feb 2013). Enabling strategies HR: The Way Forward. International Journal of latest Technology in Engineering, Management & Applied science, ISSN No. 22478-2540, 11(11) 24-34.
- Mathur V. & Nair M. (Nov 2013). Industrial Relations- A study of Perception of Managers of Tyre Industry. International Research Journal of Business and management ISSN No. 2322-083X, 5, 74-83.

National

- Kaushik A. & Nair M. (2020). Evolving a Pshycometric Instrument To Measure Work Life Balance: ISSN 2393-9451, 7(1)

Mandatory Disclosure - MBA

- Kaushik A. & Nair M. (2020). Work Life Balance: A Holistic Review of Theoretical And Contemporary Concepts: ISSN 2320-0693, 19(2)
- Sharma S. & Nair M. (2020). Transformational Leadership Style and Subordinates' Counterproductive Work Behavior : A Study on Public and Private Sector Banks in India: 5(1),
- Nair M. & Sharma S. (2019). Bank Employees Task Performance: A Role of Leadership Style with Reference to Indian Banking Industry: ISSN 2393-9451, 6(1),
- Nair M. (2019). The Downfall of an Institution – Atrocities of Power and Politics: ISSN 2180-2327, 10(1),
- Sharma S. & Nair M. (January –March, 2019). Meta-analysis of Leadership Styles and Follower's Performance: SCMS Journal of Indian Management: ISSN 0973 – 3167, 16(1) ,
- Khandelwal P. & Nair M. (2018). Impact of Organization Citizenship Behavior on Organization Effectiveness: A Study of Universities in Rajasthan: 1(1),
- Khandelwal P. & Nair M. (April 2018). Organizational Citizenship Behavior: A Bifocal Approach for Sustained Competitive Advantage. HRM Review: ISSN 0972-5148, 14(2).
- Nair M. (January – June, 2018). Make In India – HR Issues and Challenges in Sankalp: Journal of Management & Research ISSN No. 2231-1904, 8(1).
- Nair M. & Kaushik A. (2017). Work – Life Balance : A Systematic Literature Review: ISSN 0976 – 9447, 8(2),
- Nair M. (July – December, 2015). Analytics in HR: The next Big Thing in Talent Acquisition. Sankalpa: Journal of Management & Research ISSN No. 2231-1904, 5(2).
- Nair M. (February, 2015). A Problem of Organizational Culture or Indiscipline. IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X p-ISSN: 2319-7668 Volume-2.
- Bakhshi P. and Nair M. (December 2014). Determinants of Motivation of Public Health Doctors – A Case of A North Western State of India. Research journal's Journal of Management ISSN No. 2347-8217, Vol. 2, No. 11.
- Nair M. and Smriti M. (Nov, 2011). High Attrition in BPO Industry: Innovative Retention strategies a must published in EPISTEME 2011, SIBM, and Mumbai.
- Nair M. (April 2005-Sept. 2005). Paper on "Creating Global Competitive Advantage: Challenges & Strategies". Journal Management Trends, 2005 Vo.,-2, No.2.
- Nair M. (July 2004). Research paper on "Creating Global Competitive advantage in current scenario" organized by New England Business Administration association.

Papers Presented in Conferences

International

- Manju Nair, Sakshi Sharma and Priyanka Khandelwal (February 14-15, 2014). Paper on "Managing Generation X and Generation Y – Vehicle for Engagement – A Study with Special Reference to Banks of Jaipur City".

Mandatory Disclosure - MBA

- Manju Nair (October 5-7, 2017). Paper on "The Downfall of IIMET – Atrocities of Power and Politics is the Organizational Life" in the International Case Study Conference 2017 organized by IBS and IFHF Hyderabad.
- Manju Nair (February 19-20, 2016). Paper on "HR Challenges to Make In India" at International Conference organized by Poornima Group of Colleges, Jaipur.
- Manju Nair (2003). Published paper on "The current state of field of International HRM", at International Conference on IHRM - 2003, University of Limerick, Ireland.
- National
- Manju Nair (January 30-31, 2017). Paper on "Gender Inclusivity in India: Challenges, Issues and the Way Forward" for the National Seminar on "Women's Employment, Entrepreneurship and Empowerment: Sustainable Pathways to Egalitarian Society" at The IIS University, Jaipur.
- Manju Nair (8th March, 2014). Report on Conference on "Industry – Academia Interface" organized by CII and RTU, Kota.
- Manju Nair (2010). Paper on improving "HR productivity", Souvenir of the national seminar on improving productivity, organized by national productivity Council.
- Manju Nair (2006). Research Paper on "Work Force Diversity" at a seminar on Contemporary Levels in Strategic Human Resource Management at Mody College of Management Studies.
- Manju Nair (2005). Paper on "Entrepreneurship Education: Emerging trends and challenges" for National workshop on Wealth creation through Entrepreneurship, MDI, Gurgaon.
- Manju Nair (Dec. 2004). Research paper on Current Trends & Transformations in HRM & status of syllabus of HRM, for the seminar on Excellence in Management Education: Trends and Transformations, MDA, Jaipur.
- Manju Nair (November 3, 2004). Research paper on "Enhancing Global Business Competitiveness" in the National Seminar on 'Enhancing Global Competitiveness' organized by Integrated Academy of Management & Technology.
- Manju Nair (30th October 2004). Paper on "Workforce Diversity" for National Seminar on Women Leadership - Challenges and strategie organized by Department of Commerce & Management Studies, Andhra University.
- Manju Nair (2004). Research paper on "Current development in Technical Education" for the national seminar on Technical manpower development and utilization.
- Manju Nair (2004). Research paper on "Harnessing Innovation for Strategic Competitive Advantage" for the national seminar on "Managing challenges of change and innovation in Indian Business".

**Papers Published in
Conferences**

International

Mandatory Disclosure - MBA

- Manju Nair (February 14-15, 2014). Paper on "Employee Welfare Programs as an Engagement tool for IT Sector in Jaipur City" at International Conference on Emerging Trends in Business and Economy : Mapping the Way Ahead" organized by Department of Management Studies, Poornima Group of Colleges and Poornima University, Jaipur.
- Manju Nair (February 1st, 2014). Paper on "Upcoming Trends in HR Souvenir of the International Conference on Advances & Challenges in Global Business, Management, Economics, Tourism and Information Technology organized by RDA, Jaipur, ISBN No. – 978-81-920965-1-3.
- Manju Nair (2010). Paper on "Current trends in HRM", Souvenir of the international conference on "Emerging issues in Accounting & finance, infrastructure development information technology, business and management.
- Manju Nair. Published paper on "Current HRM Issues, Emerging Trends and Future Role".

National

- Manju Nair (2015). Case Study on "A Problem of Organizational Culture or Indiscipline organized at ICS Management College and Research Centre, Mumbai.
- Manju Nair (2005). Research paper on "IR versus HR-Myths and realities", in the National conference on recent trends & challenges in management, organized by Prestige Institute of Management & Research, Indore.
- Manju Nair (January 2005). Research paper on "The current state of International HRM" in the International Conference on Globalization & Competitiveness, VGSOM & IIT Kharagpur.
- Manju Nair (2004). Research paper on 'Corporate Governance and Social Responsibility', published in the seminar on "Domestic Brilliance to Universal Excellence: Quest for organizational success, organized by Prestige Institute of Management & Research, Indore.
- Manju Nair (2003). Revolutionizing HR: The new way to manage people, OORJA.
- Manju Nair (2003). Research paper on "Knowledge Management" in the National conference on changing trends in Management: Challenges & Opportunities, KSR College of Arts and Science, Madras Management Association.
- Manju Nair (2003). Paper on "Knowledge Management": published in proceedings of national conference of Council for Scientific and Industrial Research, New Delhi.
- Manju Nair (2000). Research paper on the, "IR versus HR-Myths and realities", for the National Seminar on Revolutionizing HR: The new ways of managing people, IIIM, Jaipur.
- Manju Nair. Research paper on "Manpower planning in the 21st century" in the National Seminar on 'Technical Manpower in India', organized by NTMIS, Jawaharlal Lal Nehru Technological University.

Mandatory Disclosure - MBA

Newspapers/ Magazine Articles

- Paper on Driving Competitive advantage in Hospitality Industry in DNA of HR Vol. 18, No. 7, January 2016.
- Paper on Perspective and Way forward in HRM & IR, Business Manager Vol. 16, No. 12, June 2014.
- Is IR on the move to a dead-end? in the CII SR Bi-Monthly-Zine Journal Deccan Dispatch September-October 2012.
- Case Analysis "Why they should strike" Business Manager – Dec Issue cover feature 2011, Vol.-16, No. 2, June 2014.
- HR@India Post Liberalization, Business Manager Vol. -14, No. 1 Annual Issue, June 2011.
- "Strategies towards placement during Recession", The Economic Times, March 2009.
- Article on "Is IR reeling under the threat of extinction, Human Capital, Dec 2005.
- "Is IR Dead End", Human Capital, December 2005.
- "Knowledge Management- Challenges & Opportunities", published in February – 2003, in Effective Executive, an ICFAI Publication.
- National Conference on Changing Trends in Management Challenges & Opportunities on 9th October, 2003.
- Article on "How to appraise and Reward teams" in Human Capital an exclusive HR magazine. May 2002.

PhD Guide

Field & University

Field : University

Management Rajasthan Technical University, Kota

The IIS University, Jaipur

PhD Guided/ Under Guidance

Awarded:

Topic

- The Impact of Employee Welfare programs on employee engagement in IT Sector of Rajasthan.
- Industrial Relations in Tyre Industry : Post Liberalization in India
- Determinants Affecting Motivation Level of Government Medical Practitioners: A study of Rural Rajasthan.
- Stress Management among working women with specific Reference to Higher Education sector in Rajasthan.
- Strategic Human Resources Practices Source of Sustainable Competitive Advantage in Hospitality Industry.
- Organizational Culture and Job Satisfaction in Higher Education: A Comparative Study of State and Private University.
- Under Guidance:
- Topic
- Leadership Styles and Employee Performance: A Comparative Study of Public and Private Sector Banks in Rajasthan.
- Work Life Balance and Organizational Effectiveness with special Reference to Female Academicians in Private Universities in Rajasthan.

Mandatory Disclosure - MBA

Academic Affiliations Memberships/

- Organization Citizenship Behaviour and Organizational Effectiveness: A Comparative Study of State and Private Universities in Rajasthan.
- Organizational Climate and Employee Performance in Public and Private Universities in Rajasthan.
- Convener, Faculty of Management Studies, RTU, Kota
- Member, QIV Grading System, RTU, Kota.
- Member Board of Management, IIS University, Jaipur.
- Member Board of Studies, Rajasthan Technical University, Kota, since 2008.
- Member, Board of Studies, MBA The IIS University, Jaipur
- Member Finance Committee, The IIS University Jaipur.
- Member, Regional Advisory Committee, IGNOU Regional Centre, Jaipur.
- Convener, Inspection Committee for MBA & MCA Institutes affiliated with RTU, Kota.
- Ph.D. Research Supervisor, The IIS University, Jaipur
- Ph.D. Research Supervisor, RTU, Kota
- Editor in Chief, OORJA, International Journal of Management and IT, ISSN: 0974-7869, IIIM publication.
- Member, Board of Management, Educosn Technical Campus, Jaipur.
- Member, Recruitment Board, Educosn Technical Campus, Jaipur.
- Research Supervisor, Rajasthan Technical University, Kota.
- Expert member in screening cum evaluation committee for CAS promotion college of engineering & Technology, Bikaner.

Consultancies/ Research Projects Undertaken

- Project Coordinator for the establishment of IIMET The Engineering college of Indian Council for International Amity, Jaipur, 2008, approved by AICTE, New Delhi.
- Consultancy Project on Dream Projects with Sujata Consultants, 2007.
- Project Coordinator for Indian Council for International Amity, Jaipur for setting up the ICG institute or Educational Research & Development, 2006.
- "Requirement & Training of Sales Personal" for Kinubaba Jems Pvt. Ltd., 2006.
- Consultancy project on "Forward Midterm looking Review" with Rajasthan Chamber of Commerce of Industry and Swiss Development Corporation, New Delhi, 2005.

MDPs Undertaken

Areas:- Positive Thinking, Working smart, Improving Productivity and Time Management with RIICO, Bosch Ltd, RCCI Jaipur, Mahindra & Mahindra, Jaipur, Kalajee Jewellery, Components Ltd. Leadership Skills and team working skills, Powerful formal and informal communication, Prioritization of events and optimum time utilization, Overcoming resistance to change and its adaptation, setting goals and striving to turn them into reality, Co-operative leader- subordinate and fellow colleagues relations, Staying Happy and new outlook.

Mandatory Disclosure - MBA

Organization: - Bosch Ltd., RCCI, Kalajee Jewellers, Mahindra & Mahindra, Components Ltd., RICCO, Rajasthan financial Corporation, Rajasthan.

Awards and Recognitions

- Best Coordinator Award, IGNOU Center Coordinator, 2012
- Felicitated with the "Best Teacher Award". The award was conferred in the category 'Teacher' at 5th Principal & Teachers Award -2016" in education, organized by Simply Inside, Jaipur held on 3rd September, 2016 at Birla Auditorium, Jaipur
- Selected among the five women administrative to represent India in Women in University Administrative Program in Chav of Nebraska, USA
- Selected to present the project 'STAR' among the top 5 projects in "UKIERI AICTE workshop in Leadership June 2018."

Invited Speeches and Invitations as Resource Person for FDPs/ Workshops/ Seminars

- Guest of honor for the International Conference on Prospects & Challenges faced by Industries in a Changing Environment on February 14th- 15th ,2020, organized by Poornima University, Jaipur.
- Invited Jury for the Technical Session-III: Employment and Entrepreneurship: Changing Paradigms in 70th All India Commerce Conference of ICA organized by Faculty of Commerce and Management, The IIS University on 12th-14th October, 2017.
- Technical Session Chair for the National Seminar on "Women's Employment, Entrepreneurship and Empowerment: Sustainable Pathways to Egalitarian Society" at The IIS University, Jaipur on January 30-31, 2017.
- Technical Session Chair for the National Conference on "Strengthening Indian Economy and Business: Nurturing the Present Innovating the Future" at DMS, SKIT, Jaipur on November 18-19, 2016.
- Keynote Speaker for the International Conference on Make in India Initiative: Role and Challenges for SMEs in the Global Perspective organized by Poornima School of Management and Poornima University, Jaipur on February 19 – 20, 2016.
- Technical Session Chair for the International Conference on Make in India Initiative: Role and Challenges for SMEs in the Global Perspective organized by Poornima School of Management and Poornima University, Jaipur on February 19 – 20, 2016.
- Keynote Speaker for the National Seminar on Higher Education in 2025: Growth, Challenges and Opportunities organized by Centre for Research, Innovation and Training (CRIT) with The IIS University on 20th -21st November, 2015.
- Invited Speech on "Effective Teaching through Activity Based Training" in the short term course on "Curriculum Development and Question Framing" organized by the Academic Staff College, University of Rajasthan, Jaipur on October 11th, 2014.
- Invited Speech on "Effective Teaching through Activity

Mandatory Disclosure - MBA

Based Training” in the short term course on “Curriculum Development and Question Framing” organized by the Academic Staff College, University of Rajasthan, Jaipur on March 10th, 2014 to March 15, 2014.

- Invited speech in High-level Brainstorming on “Industry-Academia Interface and Women Leadership in Business” organized by National HRD Network, Jaipur Chapter on March 8th, 2014.
- Keynote Speaker for the National Seminar on Innovation and Management organized by IILM-AHL in association with AICTE on February 13, 2014.
- Keynote Speaker for the Conferences Attended in Advances & Challenges in Global Business, Management, Economics, Tourism and Information Technology Organizing by Research Development Association & Research Development Research Foundation, Jaipur on February 1st and 2nd 2014.
- Keynote speaker for the 14th International Conference Advances & Challenges in Global Business, Management, Economics, Tourism and Information Technology organized by RDA, Jaipur on February 1st, 2014. ISBN No. – 978-81-920965-1-3.
- Resource Person for Refresher Course in Commerce and Management conducted by the UGC – Academic Staff College, University of Rajasthan, Jaipur on Emerging Trends in Managing Human Resources on 10 December, 2013.
- Resource Person for the conference on Effective Teaching Strategies through Activity based Learning organized by University of Rajasthan, Jaipur on 15th March, 2013.
- Keynote Speaker for the International Conference on Challenges and Opportunities in Asian Economics: The Management Perspective on February 8-9, 2013.
- Expert for the Special Discussion with Mr. Patrick Kearins, Senior Trade Commissioner, Australia, organized by RCCI, Jaipur on January 10, 2013.
- Expert for the one day workshop on Challenges and Opportunities in Management Education, organized by the Rajasthan Technical University on January 12, 2013.
- Keynote Speaker for the Conferences Attended in Global contemporary issues, Innovations and future challenges in Business, IT & Management Organizing by Research Development Association & Research Development Foundation, Jaipur on January 5th and 6th 2013.
- Resource Person for the FDP on Effective Teaching in Management – Activity based Strategies organized by Poornima Group of Colleges, Jaipur on July 3, 2013.
- Keynote Speaker for the 12th International Conference on Global Contemporary Issues, Innovations & Future Challenges n Business, IT & Management organized by RDA, 2013 Jaipur, ISBN No. – 978-81-920965-1-3.
- Guest of Honor for the Management Skill Orientation Programme (MSOP) organized by ICSI, Jaipur on 27 August, 2011.

Mandatory Disclosure - MBA

Conference Attended

- Keynote Speaker for a four day short term Management Course for Non Management Students organized by Management Development Academy on March 20th, 2008.
- Keynote Speaker for the workshop on Enterprise Promotion through Business Development Service Provider on 4-5 March, 2005 at Indhira Gandhi Panchayati Raj Avam Gramin Vikas Sansthan, Jaipur.
- Seminar Chair for the one day seminar on Excellence in Management Education : Trends and Transformations on 4 December, 2004 at Indian International Institute of Management, Jaipur
- Keynote Speaker for the International Conference on Challenges and opportunities in Asian Economies: The management perspective organized by Poornima Group of Colleges and Asian Institute of Technology, Bangkok.
- FDP attended on Universal Human Values for DEEKSHARAMBH (Student Induction Program) organized by NIT Patna on 21-25 September 2020.
- International Workshop on "Further Leadership and Development Programme" under UKIERI Phase-III organized by AICTE, New Delhi and UKIERI, 2017 - 2018.
- Two – Day Workshop on "Leadership and Management Skills for Women in Higher Education" sponsored by The Association of Commonwealth Universities, United Kingdom held at The IIS University, Jaipur on 16-17 February, 2018.
- Faculty Development Program attend on "Effective Teaching and Research Methods" for Academicians, Research Scholars and Practitioners held in International School of Informatics & Management, Jaipur in Association of Indian Management Schools (AIMS) from 7-8 July, 2017.
- Conference attended in "Jaipur Rotary Institute 2015".
- Conferences Attended in Smart Sustainable Cities Organizing by Confederation of Indian Industry on February 18th 2014.
- Conferences Attended in Advances & Challenges in Global Business, Management, Economics, Tourism and Information Technology Organizing by Research Development Association & Research Development Research Foundation, Jaipur on February 1st and 2nd 2014.
- Conferences Attended in Global contemporary issues, Innovations and future challenges in Business, IT & Management Organizing by Research Development Association & Research Development Foundation, Jaipur on January 5th and 6th 2013.
- Editor in Chief, OORJA, International Journal of Management in IT, ISSN - 0974-7869, 2395-6771 (Online).
- Scientific Committee Member of International Journal on Global Business Management & Research (IJGBMR), (Member Code – IJR026).
- Editorial Board, Meta research Press
- Editorial Board, Journal of Business and Social Sciences Research (JBSSR)

Editorial Appointments/ Reviewer

Mandatory Disclosure - MBA

Conference Committee Memberships

Technical Committee:

Poornima International Conference (2014).

Advisory Board:

Poornima National Conference (2011-2014), 2018.

Advisory Board for GOEC (Global Higher Education Challenges & Opportunities) – 2018.

Professional Memberships

- Member, Advisory Board, Journal of Business and Social Sciences Research (JBSSR)
- Member, Indian Commerce Association (ICA).
- Member, National HRD Network.
- Member, National Institute of Personnel Management, Rajasthan Chapter.
- Member, Indian Society for Training & Development (ISTD), New Delhi.
- Member, Advisory Board, National Conference on Challenges and Opportunities in Asian Economies: The Management perspectives 2012.
- Member, Editorial Committee for the National Conference organized by Poornima Group of Colleges since 2011.
- Member Recruitment Committee for the Probationary Officers in UCO Bank, 2011.
- Associated as the Prefrontal Coordinator with AIMS, New Delhi, 2006-07, 2008-10.
- Member, Sports Board, the IIS University, Jaipur.
- Member, Ph.D panelist, Jyoti Vidhyapeeth Womens University, Jaipur.
- Member, RCCI, Forward Midterm Review, 2003-2006.
- Academic Counselor and Project Guide, Indira Gandhi National Open University.
- President, Rotary Club Marugandha, Jaipur, J(2019-2020).
- External Examiner/ paper Setter/ Project evaluator for MBA and Ph.D programs University of Rajasthan, Rajasthan Technical University, University of Kota, Vardhaman Kota Open University, The IIS University, Jaipur ,International College of Girls, Jaipur and Suresh Gyan Vihar University.



Faculty Profile

Name of Teaching Staff	DR. KAVALDEEP DIXIT
Designation	Professor and HOD, Management Studies
Department	Management
AICTE ID	1-422665423
Date of Birth	10/17/1971
Date of Joining the Institution	8-Sep-99
Academic Qualifications	<p>Ph.D. – University of Rajasthan, 2003. Topic- “Marketing of Fast Moving Consumer Goods in Rural India with specific reference to Eastern Rajasthan.”</p> <p>PG – MBA, First Division from FMS-RA Podar Institute of Management, University of Rajasthan, 1994.</p> <p>UG- B.Sc., First Division from Maharani’s Girls College, University of Rajasthan, 1992.</p>
Total Experience in Years	Teaching: 21 years Industry: 04 Years
Research Areas/ Areas of Interest	Marketing Management, Integrated marketing Communication, Product and Brand Management, Rural marketing, Retail Management, Sales and Distribution Management, Strategic Marketing, International Marketing.
Significant Publications:	
Books	<ul style="list-style-type: none">• Book on “Information Technology for Management”, Allied Informatics, April 2008.• Book on “Communication & Soft Skills”, University Book House, March 2009. ISBN: 978-81-8198-236-0
Units/ Chapters Authored	<ul style="list-style-type: none">• 4 Units for Course MP-603 Product & Brand Management - Managing Brand, Brand Building, Branding Strategies and Brand Extension and for MP-605 Sales and Logistics Management- a Unit on Quotas and territory for Vardhaman Mahaveer Open university, Kota, February 2014.• Chapter on “Comparative Analysis of marketing Communication Tools Adopted by Telecommunication service firms: Bharti Airtel and Idea Cellular with special reference to Eastern Rajasthan, India in Handbook of research on Promotional Strategies and Consumer Influence in the Service Sector, Published by IGI Global book Series Advances in Marketing, USA, ISSN: 2327-5502; eISSN: 2327-5529.• Dixit, Kavaldeep, Saxena Tanjul, Vyas Sandeep (2017) ‘Exploring Places, Creating Unique Tourism Experiences-Case of Incredible Indian Moments Private Limited’, Book Titled- Green, Growth, Globalization and Governance: Challenges and Opportunities, Cambridge Scientific Publishers, UK, ISBN 978-1-908106-62-9.• Paper on “Reinventing Linkage between Management Education, Employment, Entrepreneurship in India: The need of the hour” in Book titled Women and Sustainable

Mandatory Disclosure - MBA

Development published by RBSA Publishers, Jaipur, First Edition, 2018, ISBN No. 978-81-7611-771-5.

Papers in Journals

International

No: 19

Details:

- Mishra, S., & Dixit, K. (April 2019). Impact of SERVQUAL Dimensions on customer satisfaction from Mobile Banking in Mid-Size Banks of India. *Asian Resonance Journal*, 8(2), 118-122.
- Mishra, S., & Dixit, K. (April 2019). Impact of Interactive Marketing Strategies of Yes Bank and Indusind Bank on customer satisfaction. *Journal of Emerging Technologies and Innovative Research (JETIR International Journal)*, 6(4), 248-252.
- Dadhich, A., & Dixit, K. (September 2017). Consumer Perception and Brand Loyalty towards over the counter Brand medicines of Major Pharmaceutical Companies with special reference to Rajasthan. *International Journal of Engineering Technologies and Management Research*, 4(9), 27-38.
- Sharma, G., & Dixit, K. (July 2017). An Empirical Study on the Relationship between demographic variables and Financial Literacy with Specific Reference to Mumbai City. *International Journal of Emerging research in Management and Technology*, 6(9), 132-137.
- Sharma, G., & Dixit, K. (July 2017). Study of Factors Affecting Financial Decision Making of Young Investors in Jaipur City. *International Journal of Advanced Research*, 5(7).
- Dixit, Kavaldeep, Saxena Tanjul, Sharma Bharti (2017) "Happily Building a world for all beyond the structures"-A case of Coral Group, Real estate & Infrastructure Project developers, India, *International Journal of Advanced Research, UGC Approved Journal (UGC Journal No.: 47231), Volume 5, Issue 7, July 2017, ISSN – 2320-5407, Impact Factor: 6.118.*
- Saiwal Praveen and Dixit, Kavaldeep (2017) "Brand Cognizance and Customer Preferences for FMCG products in Rural market: A speculative study on the rural market of Jaipur region", *International Journal of Advanced Research, UGC Approved Journal (UGC Journal No.: 47231), Volume 5, Issue 5, May 2017, ISSN – 2320-5407, Impact Factor: 6.118.*
- Dadhich Abhishek and Dixit, Kavaldeep (2017) "Consumer Selection and Buying Behaviour Towards Over the Counter (OTC) Medicine in Jaipur City", *Apeejay Journal of Management Sciences and Technology, Volume 4, Issue 2, February 2017, ISSN – 2347-5005 pp 73-82.*
- Dadhich Abhishek and Dixit, Kavaldeep (2015) "Trends in OTC Drug Marketing strategies by Indian Pharmaceutical Companies", *World Journal of Pharmaceutical Research, Volume 4, Issue 10, 2015, ISSN – 2277-7105, SJIF Impact Factor 5.990 pp 2899-2905.*
- Dixit, Kavaldeep and Saxena, Tanjul (2015) "Global Commitment to Consumer Health and wellness through

Business Model Innovation for Snack market: A study of Just My Favourite Foods Pvt. Ltd., Jaipur, Rajasthan", International Journal of Research in Management & Social Science, Volume 3, Issue 1(VI) : January – March 2015, ISSN – 2322 – 0899, Journal Impact Factor 1.142.

- Dixit, Kavaldeep and Jain, Neha (2015) "Analysis of Impact of Price Reduction on Bharti Airtel and Idea Cellular Customers with special reference to Eastern Rajasthan, India", International Journal of Research in Management & Social Science, Volume 3, Issue 1(II) : January – March 2015, ISSN – 2322 – 0899, Journal Impact Factor 1.142.
- Dixit, Kavaldeep and Jain, Neha (2014) "A Study on Comparative Analysis of Price Reduction on Bharti Airtel and Idea Cellular Customers with Special Reference to Eastern Rajasthan, India", International Journal of Engineering Research & Management Technology (IJERMT), Volume 1 Issue 4, July 2014, ISSN: 2348-4039, Journal Impact Factor: 1.125.
- Dixit, Kavaldeep and Sharma, Priyanka (2014) "Brand Awareness of Consumer Durables in Rural India with special reference to Eastern Rajasthan", EXCEL International Journal of Multidisciplinary Management Studies, I SSN : 2249-8834(O), Volume 4 Issue 7, July, Scientific Journal Impact Factor of journal EIJMMS is 3.89
- Dixit, Kavaldeep and Jain, Neha (2014). "Analysis of Marketing Strategies of Idea Cellular as Perceived by its Employees", International Journal of Advance Research in Computer Science and Management Studies, Volume 2 Issue 3, April 2014, ISSN: 2321-7782(O), 2347-1778(P), Journal Impact Factor: 1.125.
- Dixit, Kavaldeep and Jain, Neha (2014). "Comparative analysis of marketing strategies of Bharti Airtel and Idea Cellular in Eastern Rajasthan", International Journal of Marketing, Financial Services & Management Research, ISSN 2277-3622 Vol.3 (4) April.
- Dixit, Kavaldeep and Jain, Neha (2013). "A study of Customer Satisfaction for Idea Cellular in Eastern Rajasthan", International Journal of Research in Commerce & Management, issn: 0976 – 2183- A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories, Vol. 4 (7), July.
- Dixit, Kavaldeep (2012) "Implementation of Innovative marketing strategies by MNCs for exploring vast Indian Rural Potential", International Journal of Management Research and Review, ISSN 2249 –7196, IJMRR is indexed in Google scholar, Ulrich's web, index copernicus and Open J gate, May 2012, Volume 2/Issue 5, ISSN: 2249-7196
- Dixit, Kavaldeep (2012), "Futuristic Organized Retailing Practices in India", Zenith: International Journal of Business Economics & Management Research, ISSN (O): 2249-8826, Vol. 2, Issue 9, September.
- Dixit, Kavaldeep (2011), "Competitive and Innovative Marketing Strategies for Tapping vast Rural potential in India", Zenith: International Journal of Multidisciplinary

Mandatory Disclosure - MBA

Research, ISSN: 2231-5780, A Journal Internationally indexed and listed at Cabell's Directory of Publishing Opportunities, Texas Ulrich's Periodicals Directory, U.S.A., Vol.1, Issue 7.

National

No: 02

Details:

- Saxena, Tanjul, Dixit, Kavaldeep and Mathur, Vrijesh (2011), "Emotional Intelligence for sustainable Human Resource Management", AIMA e-journal of Management & Research, ISSN: 0974-9497, Vol.5 || Issue-3/4.
- Dixit, Kavaldeep (2012), Book Review-"Dare to Lead-The Transformation of Bank of Baroda, authored by Dr. Anil Khandelwal", AIMA e-Journal of Management &
- Research, ISSN: 0974-9497, Vol. 6 || Issue-2/4.

Papers Presented in Conferences

International

No: 07

Details:

- Dixit, Kavaldeep, and Sharma Geeti, "An assessment of financial literacy amongst Management Students in Jaipur city", Presented at the International conference on Demystifying Strategic Finance in Volatile Times, at Allana Institute of Management Sciences, Pune, February 15-16, 2013.
- Dixit, Kavaldeep, "Reengineering, Reinvigorating, Redefining, Reinventing Management Education in India: The need of the hour" presented at Global Annual Convention on Benchmarking Management Education in India: A Paradigm Shift towards Globalization, organized by Vivekanand Institute of Technology and MTC, September 01, 2012.
- Dixit, Kavaldeep, "Innovative Marketing Strategies adopted by MNC's for tapping Rural potential in India", presented at the International Conference on Contemporary Innovative Practices in Management, organized by Pacific University, Udaipur, April 13-14, 2012.
- Dixit, Kavaldeep, "Futuristic Sustainable Organized Retailing Practices in India", presented at UGC sponsored International Conference on Sustainable Management Practices: Developments & Dimensions, Faculty of Management Studies-Mohanlal Sukhadia University, Udaipur, March 30-31, 2012.
- Dixit, Kavaldeep, Saxena, Tanjul, and Mathur, Vrijesh "Reinvigorating, Redefining, Reinventing Management Education in India", presented in-absentia at International Conference on Management Education in 2020 organized by AIMS International and IIM Ahmedabad at IIM Ahmedabad campus, January 1- 4, 2011.
- Dixit, Kavaldeep, Saxena, Tanjul, and Mathur, Vrijesh, "Retail Marketing : From Mémoires to Memetics", presented at International Conference on Restructuring of the Global Economy (ROGE) organized by Academy of Business & Retail Management (ABRM), UK, Journal of Business and Retail

Mandatory Disclosure - MBA

Management Research (JBRMR), London College of Management Studies (LCMS) held in Pune, February 1-2, 2011.

- Dixit, Kavaldeep, "Communicating in the Rural Market Landscape and Rural market Channel Strategy", presented at International Conference on Rural, Retail and Revolution, organized by FMS-Institute of Rural Management, Jaipur, September 26-27, 2008.

National

No: 12

Details:

- Dixit, Kavaldeep, "Reinventing Linkage between Management Education, Employment, Entrepreneurship in India: The need of the hour" presented at National Seminar on "Women's Employment, Entrepreneurship and Empowerment: Sustainable Pathways to Egalitarian Society" organized by Centre for Research, Innovation and Training (CRIT), The IIS University, Jaipur sponsored by ICSSR, New Delhi, January 30-31, 2017.
- Dixit, Kavaldeep and Sharma Priyanka, "Frugal Innovative Rural marketing Strategies- Creating Paradigm Shift in India" presented at the National Conference on Entrepreneurship and Innovation: Catalysts & Effects, organized by International School of Informatics and Management & FMS-The IIS University, Jaipur April 12-13, 2013.
- Dixit, Kavaldeep and Sharma Priyanka, "Holistic Marketing strategies inclusive of Corporate Social Responsibility initiatives adopted by rural marketers in India" presented at the National Conference on Managing India's Rural Transformation, organized by Indian Institute of Health Management & Research, Jaipur February 26-27, 2013.
- Dixit, Kavaldeep, "Competitive and Innovative Marketing Strategies for Tapping Rural potential in India", Presented at the National Conference on Restructuring Global Economy: Challenges Ahead organized by International School of Informatics and Management & FMS-The IIS University, April 22-23, 2011.
- Dixit, Kavaldeep, "Innovative Marketing Strategies for tapping Rural India", presented at National Conference on Emerging Business Trends in India, organized by Dept. of Management Studies, Swami Keshvanand Institute of Technology, Management & Gramothan, October 25-27, 2010.
- Dixit, Kavaldeep, "Marketing Strategies in Tapping Vast Rural India" Presented at National Conference on Emerging marketing Strategies in the Business world, organized by Biyani Group of Colleges, August 29-30, 2008.
- Dixit, Kavaldeep, "India's Retail marketing Strategies in the Emerging Global Economy", presented at National Conference on Managing Customer Loyalty, organized by MM Institute of Management, MM University, Ambala, April 25-26, 2008.
- Dixit, Kavaldeep, "Recent Trends in Marketing", presented at the National Conference on Retail & Rural Marketing

Mandatory Disclosure - MBA

organized by Management Development Academy in collaboration with AICTE, Jaipur, March 26, 2008.

- Dixit, Kavaldeep, "Emerging Trends in Retailing", presented at National Conference on Changing Paradigms in Management Practices, organized by Apeejay School of Management, New Delhi, May 15, 2008.
- Dixit, Kavaldeep, "Retail Marketing", presented at the National Conference on Designing & Implementing Marketing Strategies organized by All India Management Association(Centre For Management Education), New Delhi, May 2007.
- Dixit, Kavaldeep, "Retail Boom", presented at the National Conference on Changing Scenario of Retailing in India organized by School of Management Sciences, Varanasi, March 2005.
- Dixit, Kavaldeep, "Management Education In India", presented at the National Conference on Changing Perspectives in Management Education organized by University Commerce College, University of Rajasthan, February, 2004.

Cases Published/Presented-

No: 29

Details:

- Dixit, Kavaldeep, Saxena Tanjul, Sharma Bharti, Shekhawat Geetanjali "Surviving and Thriving in wake of Competition- A Case of Umaid Hotel & Resorts, Rajasthan, India", presented at International Conference on Management Cases 2018 (ICMC 2018). Case published in edited version of book titled Evolving Business Models in Ecosystem of Disruptive Technologies and Social Media published by Bloomsbury Publishing (India) Private Limited, New Delhi, ISBN: 978-93-88630-07-8.
- Dixit Kavaldeep, Saxena Tanjul, Tiwari Prateek, Teaching Case titled 'Ease, Finesse and Free of Disease: Living Greens Organics Pvt Ltd.'" Presented at FLAME International Conference on Research and Teaching Cases conducted by the FLAME Centre for Case Development held on 2^{1st} and 2^{2nd} June 2018 at FLAME University , Pune. Published in Case Studies on Entrepreneurship and Strategy, pp 49-64, ET Cases, Times Professional Learning ISBN: 978-81-931001-9-6, Mumbai 2019.
- Sharma Bharti, Saxena Tanjul, Dixit Kavaldeep, Teaching Case titled "Promoting Sustainable Livelihood for Poverty Alleviation: A case study of BASIX Social Enterprise Group Presented at FLAME International Conference on Research and Teaching Cases conducted by the FLAME Centre for Case Development held on 21st and 22nd June 2018 at FLAME University , Pune. Published in Case Studies on Entrepreneurship and Strategy, pp 35-48, ET Cases, Times Professional Learning ISBN: 978-81-931001-9-6, Mumbai 2019.
- Dixit, Kavaldeep, Saxena Tanjul, Sharma Bharti, "Kid's Fashion: A Serious Business, Not Child's Game, The Case of PinkBlueIndia.com" presented at "Anubhav Management

Case Contest” organized by National HRD Network-Ranchi Chapter and SAIL on 23rd June 2018. Published in “A Book of Selected Cases= Vol.XXII”, by Management Training Institute, Steel Authority of India Ltd. June 2018 (pp 40-57).

- Dixit, Kavaldeep, Saxena Tanjul, Sharma Bharti, “Nibs Choco Café: Redefining Chocolate Consumption” presented at “Anubhav Management Case Contest” organized by National HRD Network-Ranchi Chapter and SAIL on 23rd June 2018. Published in “A Book of Selected Cases= Vol.XXII”, by Management Training Institute, Steel Authority of India Ltd. June 2018 (pp 58-70).
- Dixit, Kavaldeep, Saxena Tanjul, Sharma Bharti “Home Away from Home – A Case of Customer Satisfaction with Services of Umaid Hotel & Resorts, Rajasthan, India,” presented at the International Conference organized by Poornima University in collaboration with Northumbria University South Korea, on February 23-24, 2018.
- Saxena Tanjul, Dixit, Kavaldeep, Sharma Bharti, ‘Elephant Prints Heavier than the Elephant-The case of Jaipur Elephant Paper’, Published in THRIVE: A Handbook of Family Business Case Studies, Bloomsbury Publishing India Pvt. Ltd., ISBN: 978-93-87146-16-7, 2018
- Dixit, Kavaldeep, Saxena Tanjul, Sharma Bharti “Share of Pie: The case of Brown Sugar-Baakers, Café and Longe’ Published in THRIVE: A Handbook of Family Business Case Studies, Bloomsbury Publishing India Pvt. Ltd., ISBN: 978-93-87146-16-7, 2018.
- Dixit, Kavaldeep, Saxena Tanjul, Tiwari Prateek, “Offering Lifestyle of Ease, Finesse and Free of Disease-Living Greens Organics Pvt. Ltd.”6th International Conference on Green, Growth, Globalization, Governance and GST: Challenges and Opportunities, organized by JK Lakshmipat University, Jaipur, February 2-4, 2018.
- Dixit, Kavaldeep, Saxena Tanjul, Sharma Bharti, “Intercity One Way Cabs for hire” Business Case HippoCabs –The Transportation Catalyst Published in Management cases in the Indian Context, ET Cases, Times Professional Learning ISBN: 978-81-931001-8-9, 2018, available in soft format also (<http://www.etcases.com/intercity-one-way-cabs-for-hire.html>).
- Saxena Tanjul, Dixit, Kavaldeep, Sharma Bharti, “Hello English-Language Learning for the Next Billion”, Published in Management cases in the Indian Context, ET Cases, Times Professional Learning ISBN: 978-81-931001-8-9, 2018, available in soft format also (<http://www.etcases.com/intercity-one-way-cabs-for-hire.html>).
- Dixit, Kavaldeep, Saxena Tanjul, Vyas Sandeep, “Exploring Places, Creating Unique Tourism Experiences-Case of Incredible Indian Moments Private Limited” presented at the International Conference on the theme “Green, Growth, Globalization and Governance: Challenges and Opportunities (4G)” organized by JK Lakshmipat University, Jaipur in collaboration with St. Cloud University, USA, Cambridge Central Asia Forum and ISTD. Case published in edited

version of book titled Green, Growth, Globalization and Governance: Challenges and Opportunities (4G) published by Cambridge Scientific Publishers, UK, ISBN 978-1-908106-62-9 (paperback)

- Dixit, Kavaldeep, Saxena Tanjul, Sharma Bharti, "Intercity One Way Cabs for hire" Business Case HippoCabs –The Transportation Catalyst, presented at FLAME International Conference on Cases and Pedagogical Innovations 2017 organized by Flame Centre for Case Development FLAME University, Pune and ET cases, 29-30 June, 2017.
- Saxena Tanjul, Dixit, Kavaldeep, Sharma Bharti, "Hello English-Language Learning for the Next Billion", presented at FLAME International Conference on Cases and Pedagogical Innovations 2017 organized by Flame Centre for Case Development FLAME University, Pune and ET cases, 29-30 June, 2017.
- Dixit, Kavaldeep, Saxena Tanjul, Sharma Bharti, "Promoting Out-of-Home consumption of Tea in a funky café format: Tapri-The Tea House" presented at "Anubhav Management Case Contest" organized by National HRD Network-Ranchi Chapter and SAIL on 24th June 2017. Published in "A Book of Selected Cases= Vol.XXII", by Steel Authority of India Ltd. June 2017.
- Dixit, Kavaldeep, Saxena Tanjul, Sharma Bharti, "Customer Engagement and Business Model Innovation: The case of Brown Sugar, Bakers, Café and Lounge, Jaipur, India" presented at International Conference on "Trinity of MUDRA, Start-up India and Stand-up India Schemes: Prospects and Challenges" organized by Poornima School of Management & Poornima University in collaboration with Hangyang University, South Korea, and Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore, on February 24-25, 2017.
- Sharma Bharti, Dixit, Kavaldeep, Saxena Tanjul, "Promoting Sustainable Livelihood for Poverty Alleviation: A Case Study of BASIX Social Enterprise Group" presented at the 5th International Conference on the theme "Green, Growth, Globalization and Governance: Challenges and Opportunities (4G)" organized by JK Lakshmi Pat University, Jaipur in collaboration with St. Cloud University, USA, Cambridge Central Asia Forum and ISTD on 3-5, February, 2017.
- Sharma Bharti, Dixit, Kavaldeep, Saxena Tanjul, "The Non-profit Brand Idea for NGO Pradan, India", presented at International Conference on Management Cases 2016 (ICMC 2016), Birla Institute of Management Technology, Greater Noida (India) with George Mason University, Virginia (USA) on December 1-2, 2016 at BIMTECH Campus, Greater Noida, (India). Case published in edited version of book titled Organization Development through Strategic Management published by Bloomsbury Publishing (India) Private Limited, New Delhi, ISBN: 978-93-84052-82-9.
- Sharma Bharti, Dixit, Kavaldeep, Saxena Tanjul "The Nonprofit Brand IDEA for CECOEDECON, Jaipur, India", presented at Conference on Brand Management (CBM 2016) organized by Indian Institute of Technology (IIT), Delhi, April

Mandatory Disclosure - MBA

16-17, 2016.

- Saxena Tanjul, Dixit, Kavaldeep, Sharma Bharti "Jaipur Elephant Paper: Elephant Prints Larger than the Elephant", presented at Conference on Brand Management (CBM 2016) organized by Indian Institute of Technology (IIT), Delhi, April 16-17, 2016.
- Dixit, Kavaldeep, Saxena Tanjul "Tantalizing taste Buds "A study of Kanha: The Chain of Multi Cuisine restaurant & Sweets, Jaipur, Rajasthan", presented at International Conference on Growth, Globalization and Governance: Promises and Challenges 2025 and Beyond organized by JK Lakshmi Pat University, Jaipur in association with St. Cloud State University (USA) and Szechenyi Istvan University (Hungary), January, 22-24, 2016. Case published in edited version of book titled Growth, Globalization & Governance: Promises and Challenges published by Emerald Group Publishing (India) Private Limited, New Delhi, ISBN: 978-0-9926800-6-0. (Scopus Indexed).
- Principal Author Case Titled "A Sustainable Business Model of Living Greens Organics Pvt Ltd" presented in Conference on "Sustainable Business Models: Breaking New Grounds" held at India Habitat Centre, New Delhi on 29 May, 2015. Selected under 'Best of the Class Cases' as well as for Publication in book on 'Sustainable Business Models' organized and published by The SBM Forum, an Initiative by MART and GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) and supported by CII-ITC Center of Excellence for Sustainable Development. (Publication Expected by June 2016).
- Dixit, Kavaldeep, Saxena, Tanjul, Jain, Rishabh, "Creating Structures, Spreading Smiles-A Case of Coral Group, Real Estate & Infrastructure Project Developers, India", presented at International Conference on Management Cases 2015 (ICMC 2015), Birla Institute of Management Technology, Greater Noida (India) with George Mason University, Virginia (USA) on December 3-4, 2015 at BIMTECH Campus, Greater Noida, (India). Case published in edited version of book titled Optimizing Business growth-Strategies for Scaling up published by Bloomsbury Publishing (India) Private Limited, New Delhi, ISBN: 978-93-85436-78-9.
- Saxena, Tanjul, Dixit, Kavaldeep, Goyal Ashish, "Home away from Home – A Case of Budget Hotel Safari, Rajasthan, India", presented at International Conference on Management Cases 2015 (ICMC 2015), Birla Institute of Management Technology, Greater Noida (India) with George Mason University, Virginia (USA) on December 3-4, 2015 at BIMTECH Campus, Greater Noida (India). Case published in edited version of book titled Optimizing Business growth-Strategies for Scaling up published by Bloomsbury Publishing (India) Private Limited, New Delhi, ISBN: 978-93-85436-78-9.
- Dixit, Kavaldeep, Porwal Neha, "A Case Study on Comparative Analysis of Price-Based and Non-price Based factors for Bharti Airtel and Idea Cellular with Special Reference to Eastern Rajasthan, India", presented at International Conference on Management Cases 2014 (ICMC

Mandatory Disclosure - MBA

2014), Birla Institute of Management Technology, Greater Noida (India) and George Mason University, Virginia (USA) , December 4-5, 2014. Case published in edited version of book titled Understanding Work Experiences from Multiple Perspectives: New Paradigms for Organizational Excellence published by Bloomsbury Publishing (India) Private Limited, New Delhi, ISBN: 978-93-84898-58-8.

- Dixit, Kavaldeep, Saxena Tanjul "Entrepreneurship and Business Model Innovation for Indian Retail Sector: Tapri-The Tea House Case", published in book titled Growth, Globalization and Governance: Promises and Challenges published by Excel Books, ISBN: 978-93-83842-98-8.
- Dixit, Kavaldeep, Tiwari Prateek, Tiwari Preeti, "Infusing Health and Nature in Customer's Lives through Innovative Organic Initiatives - A case study of the Living Greens Organics Pvt. Ltd.", International Conference on Management Cases 2013 (ICMC 2013), BIMTECH, Birla Institute of Management Technology, Greater Noida (NCR), INDIA and The School of Public Policy, George Mason University, Arlington, Virginia (USA), December 5-6, 2013. Case published in edited version of book titled Strategic Initiatives for Competitive Advantage in the Knowledge Society published by Bloomsbury Publishing (India) Private Limited, New Delhi, ISBN: 978-93-82951-43-8.
- Dixit, Kavaldeep, Saxena Tanjul, Mathur V.P. "HR transformed as a strategic business partner: The BKT case", International Conference on Business Cases (ICBC 2010), Institute of Management Studies, Ghaziabad & George Mason University, USA, December 1-2, 2010.
- Dixit, Kavaldeep, Thakur, Richa, Shandilya, Sumedha "Tab India Case", International Conference on Business Cases (ICBC 2008), Institute of Management Technology, Ghaziabad & George Mason University, USA, December 1-2, 2008.
- Dixit, Kavaldeep, "Retail marketing in India-Key Issues and challenges", Cover Story, Marketing Mastermind, February, 2008.
- Dixit, Kavaldeep, "First Deserve then Desire", Business Manager, August 2007.
- Dixit, Kavaldeep, "Rural Marketing-Issues and Strategies", Marketing Mastermind, August 2007.

Newspapers/ Magazine Articles

PhD Guide

Field & University

PhD Guided/ Under Guidance

Field: Marketing Management

University:

Rajasthan Technical University

The IIS University

Completed: 05

- Supervised PhD work of Priyanka Sharma on the Topic "Marketing of Consumer Durables in Rural India with special reference to Eastern Rajasthan", Degree awarded by The IIS University, December, 2013.
- Supervised PhD work of Neha Porwal on the Topic "Marketing Strategies of Telecom Industry:A Comparative

Mandatory Disclosure - MBA

Analysis of Bharti Airtel and Idea Cellular with Special Reference to Eastern Rajasthan”, Degree awarded by The IIS University, December, 2014. May 30,2011

- Supervised PhD work of Davis Lazarus on the Topic “A study of consumers and employees for understanding ‘Value Co-creation’, with special reference to selected cities in Indian market”, Degree awarded by The IIS University, January, 2016.
- Supervised PhD work of Geeti Sharma on the Topic “Impact of Financial Literacy on Investment Products and Decisions of Retail Investors”, Degree awarded by The IIS University, December, 2018.
- Supervised PhD work of Abhishek Dadhich on the Topic “Marketing Strategies of Over-the-Counter (OTC) Brands of major Pharmaceutical companies with special reference to Rajasthan”, Degree awarded by Rajasthan Technical University, April, 2019.
- Under Process:
- 04 Research scholars of The IIS University, Jaipur.
- 04 Research scholars of Rajasthan technical University, Kota, Research Centre.
- Member, National HRD Network
- Undertaken for Rajasthan Chamber of Commerce and Industry and Kinu Baba Gems and Jewelry
- Conducted MDP’s for Management Development Academy, Small Industries Service Institute, SBBJ, BOSCH, NEI-NBC, etc.
- Merit Position holder in graduation.
- Second Runners-Up at “Anubhav- The management case study contest” organized by National HRD Network-Ranchi Chapter and SAIL on 23rd June 2018 for the case study titled “Kid’s Fashion: A Serious Business, Not Child’s Game, The Case of PinkBlueIndia.com”. Won a cash prize of Rs. Ten Thousand.
- Case titled “Nibs Choco Café: Redefining Chocolate Consumption” selected among Top eight finalists at “Anubhav- The management case study contest” organized by National HRD Network-Ranchi Chapter and SAIL on 23rd June 2018. Received a cash prize of Rs. Five Thousand.
- “Best paper Award” for the research paper titled “Home Away from Home – A Case of Customer Satisfaction with Services of Umaid Hotel & Resorts, Rajasthan, India,” presented at the International Conference organized by Poornima University in collaboration with Northumbria University, South Korea, on February 23-24, 2018.
- First Runners-Up at “Anubhav- The management case study contest” organized by National HRD Network-Ranchi Chapter and SAIL on 24th June 2017 for the case study titled “Promoting Out-of-Home consumption of Tea in a funky café format: Tapri-The Tea House”. Won a cash prize of Rs. Twenty thousand.
- “Best paper Award” for the research paper titled “Customer Engagement and Business Model Innovation: The case of

Professional Memberships

Consultancies/ Research Projects Undertaken

MDPs Undertaken

Awards and Recognitions

Mandatory Disclosure - MBA

Brown Sugar, Bakers, Café and Lounge, Jaipur, India” presented at the International Conference organized by Poornima School of Management & Poornima University in collaboration with Hangyang University, South Korea, and Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore, on February 24-25, 2017.

- “Best Paper Award” for the paper titled “Promoting Sustainable Livelihood for Poverty Alleviation: A Case Study of BASIX Social Enterprise Group” Presented in the International Conference organized by JK Lakshmi Pat University, Jaipur in collaboration with St. Cloud University, USA, Cambridge Central Asia Forum and ISTD on 3-5, February, 2017.
- Felicitated with the “Best Teacher Award”. The award was conferred in the category ‘Teacher’ at 5th Principal & Teachers Award -2016” in education, organized by Simply Inside, Jaipur held on 3rd September, 2016 at Birla Auditorium, Jaipur.

Invited Speeches and Invitations as Resource Person for FDPs/ Workshops/ Seminars

Invitations

- Invited speaker on topic “4A’s of Rural Marketing” at IIHMR University in January, 2019.
- Invited speaker on topic “STP strategies in Marketing” at IIHMR University in January, 2018.
- Invited speaker on topic “4A’s of Rural Marketing” at IIHMR University in March, 2017.
- Invited speaker on topic “Personality Development” at Training programme organized by IIIT, Kota in MNIT, Jaipur campus on, February 18, 2017.
- Invited resource person at National Seminar on “Women’s Employment, Entrepreneurship and Empowerment: Sustainable Pathways to Egalitarian Society” organized by Centre for Research, Innovation and Training (CRIT), The IIS University, Jaipur and sponsored by ICSSR, New Delhi, January 30-31, 2017.
- Invited speaker on topic “Advertising Creativity and Media Planning” at workshop organized by Poornima Group of Colleges, Jaipur, April 8, 2015.
- Invited speaker on “Marketing and Negotiating Skills” at MDP for SBBJ regional heads organized by Poornima Group of Colleges, Jaipur, August 26, 2014.
- Invited speaker on topic “Store Design, Layout & Visual Merchandising” at workshop on Retail Management organized by Poornima Group of Colleges, Jaipur, February 11, 2013.
- Invited speaker on topic “Innovative Practices in Marketing” at Refreshers Course organized by University of Rajasthan, December 10, 2013.
- Invited speaker on theme “Marketing Cases Discussion & Analysis” at case-study workshop organized by SKIT-Department of Management, Jaipur, October 04, 2013.

Mandatory Disclosure - MBA

- Invited speaker on theme "Using Case Method for teaching Management Concepts" for Faculty Development Programme organized by Poornima Group of Colleges, Jaipur, July 3, 2013.
- Invited speaker on topic "CRM in Retail and Retail shopper behaviour" at workshop on Retail Management organized by Poornima Group of Colleges, Jaipur, January 16, 2013.
- Invited speaker on topic "Recent Trends in Marketing" at workshop on Trends in Management organized by Karni Institute of Science and Management, December, 2011.
- Invited speaker on topic "Recent Trends in Marketing" at National Conference on Commerce and Management organized by Subodh Group of Institutions, November, 2011.
- Invited speaker on topic "Brand Management Strategies with specific reference to Pharma Branding" at Brand Management workshop organized by Indian Institute of Health, Management and Research, Jaipur, August, 2011.
- Invited speaker on theme "Success Abilities" for Faculty Development Programme organized by Arya Group of Institutions, Jaipur, June, 2011.
- Invited speaker on topic "Experience of Indian Companies excelling with foreign collaboration" at National Conference on Management in Global Perspective organized by AICTE & Biyani Institute of Science and Management, February, 2011.
- Invited speaker on topic "Consultancy Services in the Changing Scenario" at National Conference on Consultancy & Services Sector: Challenges and Prospects organized by Consultancy Development Centre, New Delhi & Rajasthan Consultancy Organization Ltd., Jaipur, January, 2006.
- Invited speaker on topic "Recent Trends in Marketing" at National Conference on Excellence in Management Education : Trends and Transformations organized by Management Development Academy, Jaipur & ICSSR, Delhi, December, 2004.
- Invited speaker on Topic "Internet:Boon or Curse?" at International Symposium on Globalisation of Media & Accountability organized by Department of Mass Communication, University of Rajasthan & Friedrich Ebert Stiftung, Germany, March, 2004.
- Paper Reviewer for the International Conference organized by Poornima Group of Colleges, 2014.
- Paper Reviewer for International Conference on Management Cases 2015 (ICMC 2015) organized by Birla Institute of Management Technology, Greater Noida (India) with George Mason University, Virginia (USA)
- Co-Chairperson in the technical session-'Empirical Researches in the area of Marketing' for 70th All India Commerce Conference held on 12-14 October 2017.
- Member Advisory Board for ICMIT- International Conference held each year jointly by ISIMTC and The IIS University.
- Attended prestigious workshops organized by IIM Ahmedabad, AIMA, Delhi, BIMTECH, Delhi, Management Development Academy, Jaipur, etc.

Editorial Appointments/ Reviewer

Conference Committee Memberships

FDPs/ Workshops attended

Mandatory Disclosure - MBA

Academic Committee Memberships

- Attended 'Kaushal Sanvad (Director's Conclave)' at Bhartiya Skill Development University on 2 May 2018 jointly organized by Rajasthan Technical University, Kota, Employer's Association of Rajasthan, MSME, Government of India, Bhardwaj Foundation and Bhartiya Skill Development University, Jaipur.
- Vice-President, BOD, Rotary Jaipur Gurukul
- Co-Chairperson in the technical session-'Empirical Researches in the area of Marketing' for 70th All India Commerce Conference held on 12-14 October 2017.
- Life Member, Indian Commerce Association of India
- Member of Academic Council, The IIS University, Jaipur (2011-14).
- Registered Ph.D guide with Rajasthan Technical University (RTU), Kota
- Registered Ph.D Guide with The IIS University, Jaipur.
- Academic Counselor and approved project guide for IGNOU-MBA course.
- Member, Board of Studies, FMS-RA Podar Institute of Management, University of Rajasthan.
- Member, Advisory Council, Biyani Institute of Science & Management (BIMSA), Jaipur(2012).
- Editor, OORJA- International Journal of Management & IT, International School of Informatics and Management, Jaipur.
- Paper Reviewer for the International Conference organized by Poornima Group of Colleges, 2014.
- Paper Reviewer for International Conference on Management Cases 2015 (ICMC 2015) organized by Birla Institute of Management Technology, Greater Noida (India) with George Mason University, Virginia (USA)
- Paper-Setter, External Examiner & Inspection Committee member for Rajasthan Technical, University, Kota, University of Rajasthan.
- Paper-Setter, External Examiner for University of Rajasthan and Rajasthan Technical University, Kota.
- Member, National HRD Network.



Faculty Profile

Name of Teaching Staff	DR. SUMEDHA SHANDILYA			
Designation	Associate Professor			
Department	Management			
AICTE-ID	1- 401777558			
Date of Birth	06-11-1978			
Qualifications with Class/Grade	UG	I	PG	II
Total Experience in Years	Teaching	10	Industry	1
	Research	7		
Papers Published	National- 5		International	
Papers Presented in Conferences	National- 2		International- 1	
PhD Guide? Give field & University	Field	Management		
	University Rajasthan Technical University, The IIS University			
PhDs/ Projects Guided	PhDs	2	Projects at Masters level	9
Books Published/ IPRs/ Patents	1			
Professional Memberships	2			
Consultancy Activities	1			
Awards				
Grants fetched				
Interaction with Professional Institutions				



Faculty Profile

Name of Teaching Staff	DR. TRIPTI BISAWA
Designation	Associate Professor
AICTE ID	1-403371105
Date of Birth	5/24/1975
Department	Management
Date of Joining the Institution	18/08/2006
Academic Qualifications	PhD - R.A. Podar Institute of Management, FMS-University of Rajasthan. PG- MBA (Major-Marketing, Minor-HR) M.D.S. University, Ajmer. UG- B.A. Sophia Girls' College, Ajmer. Any Other
Total Experience in Years	Teaching: 23 years Industry: -
Research Areas/ Areas of Interest	Marketing, HR and General Management
Significant Publications:	
Books	Cultural Heritage of Rajasthan, S. N. Publication, 2007
Papers in Journals	International No: 21 Details: <ul style="list-style-type: none">• Study of Public Relations as a Strategy for Achieving Corporate Objectives of Educational Institutions, Journal of The Gujarat Research Society, Volume 21, Issue 16, December 2019, ISSN: 0374-8588, Journal Impact factor – 4.3.• Dual Career Couple's Problems and Coping Strategies in Balancing work and life in Different Sectors in Indian Perspective, Asian Journal of Multidimensional Research (AJMR), Volume 7, Issue 9, September 2018, ISSN: 2278 – 4853, Journal Impact factor - 5.443.• Employability Skills among the Students of Vocational Training Institutes in India, International Journal of Management, Technology and Engineering (IJMTE), Volume 8, Issue 9, September 2018, ISSN: 2249-7455, Journal Impact factor - 6.3• Impact of Quality of Work Life on Dual Career Couple's Performance in Academic Sector. An Empirical Study on Private Universities of Jaipur City, Rajasthan, International Journal of Emerging Technologies and Innovative Research, Volume 5, Issue 8, August 2018, ISSN: 2349-5162, Journal

Impact factor - 5.87.

- Indirect Tax Reforms in India: A Roadmap to Goods and Services Tax, Book of Proceedings (ISBN: 978-1-63535-729-5) of International Conference on 'Paradigm Shift in World Economies: Opportunities and Challenges' on April 07- 08, 2017, RDIAS, Delhi.
- Student Enrollment in Higher Education: Influencing Factors, The International Journal of Business and Management, Volume 4, April 2016, ISSN: 2321-8916, PP 283-285.
- Social Media Technology as Public Relation Tool in Higher Education, The International Journal of Business and Management, Volume 4, April 2016, ISSN: 2321-8916, PP 274-282.
- The Rise of Indian Women Entrepreneur in E- Commerce, IOSR Journal of Business and Management (IOSRJBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 17, Issue 10. Ver. I (Oct. 2015), PP 36 40www.iosrjournals.org DOI: 10.9790/487X-171013640.
- Woman Entrepreneur: The Role Men Play in Their Success, The International Journal of Business and Management, Volume 3, Issue 9, September 2015, ISSN: 2321-8916, PP 261-265.
- A study of Factors Making India a leading Destination of Medical Tourism and the Key Emerging Issues, Panacea International Research Journal, Volume 2, No. 3-4, Jan-March & April – June 2015, ISSN 2347 – 369X, Journal Impact factor - 0.667.
- The Power of thanks How Social Recognition Empowers Employees and Creates best place to work. Mc. Graw-Hill Education, ISBN: 9780071838405, Book Review, Panacea International Research Journal, Volume 2, No. 3-4, Jan-March & April – June 2015, ISSN 2347 – 369X, Journal Impact factor - 0.667.
- Powerful: Building a Culture of Freedom and Responsibility. Silicon Guild Publishers USA, ISBN: 9781939714138, Book Review, OORJA- International Journal of Management & IT, International School of Informatics and Management, Volume 18, Issue 1, January-June 2020, Under Process (ISSN (P): 0974-7869, ISSN (O):2395-6771), Jaipur.
- Restoring the Soul of Business: Staying Human in the Age of Data. Harper Collins Publishers USA, ISBN: 9781400210541, Book Review, OORJA- International Journal of Management & IT, International School of Informatics and Management, Volume 17, Issue 2, July-December 2019, PP 67-69,(ISSN (P): 0974-7869, ISSN (O):2395-6771), Jaipur.
- The Motivation Myth: How High Achievers Really Set Themselves Up To Win. Portfolio/Penguin, ISBN: 9780399563768, Book Review, OORJA- International Journal of Management & IT, International School of Informatics and Management, Volume 17, Issue 1, January-June 2019, PP 75-77,(ISSN (P): 0974-7869, ISSN (O):2395-6771), Jaipur.

Mandatory Disclosure - MBA

- Santro: The Car that Built a Company. Hachette Book Publishing Pvt. Ltd., ISBN: 978-93-519-208-4, Book Review, OORJA- International Journal of Management & IT, International School of Informatics and Management, Volume 16, Issue 2, August-December 2018, PP 115-117, (ISSN (P): 0974-7869, ISSN (O):2395-6771), Jaipur.
- Corporate Chanakya: Successful Management the Chanakya Way. Jaico Publishing House, ISBN: 9788184951332, Book Review, OORJA- International Journal of Management & IT, International School of Informatics and Management, Volume 16, Issue 1, January-July 2018, PP 92-94, (ISSN (P): 0974-7869, ISSN (O):2395-6771), Jaipur.
- Reach: How to Build Confidence and Step Outside your Comfort Zone. Penguin Random House, ISBN: 0399574026, Book Review, OORJA- International Journal of Management & IT, International School of Informatics and Management, Volume 15, Issue 2, July-December 2017, PP 116-118, (ISSN (P): 0974-7869, ISSN (O):2395-6771), Jaipur.
- Superbosses: How Exceptional Leaders Master the Flow of Talent. Portfolio Publishers, ISBN: 9781591847830, 1591847834, Book Review, OORJA- International Journal of Management & IT, International School of Informatics and Management, Volume 15, Issue 1, January-June 2017, PP 98-100, (ISSN (P): 0974-7869, ISSN (O):2395-6771), Jaipur.
- Work Rules: Insights from Inside Google that will Transform How you Live and Lead. John Murray Publishers, ISBN: 9781444792379, Book Review, OORJA- International Journal of Management & IT, International School of Informatics and Management, Volume 14, Issue 3, September-December 2016, PP 101-103, (ISSN (P): 0974-7869, ISSN (O):2395-6771), Jaipur.
- The Founder's Mentality: How to Overcome the Predictable Crises of Growth. Harvard Business Review Press, ISBN: 9781633691162, Book Review, OORJA- International Journal of Management & IT, International School of Informatics and Management, Volume 14, Issue 1&2, January-August 2016, PP 92-94, ISSN (P): 0974-7869, ISSN (O):2395-6771), Jaipur.
- The Future of the Professions: How Technology will transform the work of Human Experts. Oxford University Press, ISBN: 978-0-19-871339-5 Book Review, OORJA- International Journal of Management & IT, International School of Informatics and Management, Volume 13, Issue 3, September-December 2015, PP 97-98, (ISSN (P): 0974-7869, ISSN (O):2395-6771), Jaipur.

National

No:

Details:

Papers Presented in Conferences

International

No: 04

Details:

Mandatory Disclosure - MBA

- Organizational Behavior Approaches to Cope with Stress Management in Workplace, International Conference BICON-2017 on 'Leading Innovations and strategies towards Stress Management' October 11-14, 2017.
- Indirect Tax Reforms in India: A Roadmap to Goods and Services Tax, International Conference on 'Paradigm Shift in World Economies: Opportunities and Challenges' on April 07- 08, 2017, RDIAS, Delhi.
- Social Media Technology for Public Relations in Higher Education, International Conference on 'Technical and Higher Education in India: Emerging Landscapes' on April 10th and 11th 2015, International School of Informatics and Management, Technical Campus, Jaipur.
- Green Marketing: Emerging Role And Opportunities in the 21st Century, International Conference on 'Managing for Sustainable Economy' on Jan 2nd and 3rd 2009, PES Institute of Technology, Bangalore, India and Indiana University of Pennsylvania, USA.

National

No: 03

Details:

- Green Marketing-Is Indian Consumer Ready, National Conference on 'Restructuring of Global Economy: Challenges Ahead', International School of Informatics and Management, Jaipur, April 19-20, 2011.
- Green Marketing: Myth or Prophecy?, National Conference on 'GREEN Management', Bapuji Institute of Management, Davangere, Nov. 2008.
- The Cooperative Movement in India: Emerging Issues and Challenges in the 21st Century, National Seminar on 'Sustainable Rural Development: A Strategic Roadmap for Economic Excellence', September 25-26, 2008. Department of Management Studies, North Maharashtra University.

PhD Guide

Field & University

PhD Guided/ Under Guidance

Field

University

General Management IIS University

Awarded: 02

Under Process:

Rajasthan Technical University, Kota-01

IIS Deemed to be University, Jaipur-04+1 (Submitted).

Consultancies/ Research Projects Undertaken

- Retaining Talent and Reducing Employee Turnover at Tab India in 2011-12
- Exploring Market Opportunities and Threats for Marble Industry at Tab India in 2012-13
- Recruitment and Selection of Retail Sales Personnel at Kinu Baba Gems and Jewelry
- Research Project at Infoscope Tech. Solutions Pvt. Ltd.
- Conducted workshop on 'Tracking Organizational Performance through Performance Management System at CEOEDECON in 2013-14.
- Conducted workshop on 'Quality Management and

MDPs Undertaken

Mandatory Disclosure - MBA

Assurance' at Gehlot Motors Pvt. Ltd.in 2013-2014

- Conducted workshop on Developing Strategies for Business Growth & Excellence at The Living Greens in 2013-2014.
- Conducted workshop on 'Structuring Decision Problems under certainty' at CECOEDECON in 2012-13.
- Conducted workshop on 'Market Information and Determining its value' at Kinu Baba Gems Pvt. Ltd. in 2012-13.
- Conducted workshop on 'Six sigma and lean thinking' at Tab India in 2012-13.
- Conducted workshop on 'Alignng Business and Legal Strategy' at Gehlot Motors Pvt. Ltd.in 2012-2013.
- Conducted workshop on 'Tracking Organizational Performance through Performance Management System at CECOEDECON in 2011-12.
- Conducted workshop on 'Self Development for Global Managers' at Kinu Baba Gems Pvt. Ltd. in 2011-12.
- Conducted workshop on 'Strategic Leadership in Changing Environment' at Tab India in 2011-12.
- Conducted workshop on 'Structuring Decision Problems under certainty' at CECOEDECON in 2012-13.
- Conducted workshop on 'Performance Management' at CECOEDECON in 2010-11.
- Conducted workshop on 'Effective Negotiation Skills' at Kinu Baba Gems Pvt. Ltd. in 2010-11
- Conducted workshop on 'Competency Building for Leadership Roles' at Tab India in 2010-11.
- Resource Person for Training Programme of Rajasthan Yuva Vikas Prerak Internship (2018-2019) at Rajasthan Institute of Cooperative Education and Management (RICEM), on 20 July 2018.
- Resource Person for Foundation TrainingProgramme of State Service Officers at Officers Training School (OTS)-HCM Rajasthan State Institute of Public Administration, on 30 January 2018.
- Resource Person for Foundation Training Programme of State Service Officers at Officers Training School (OTS)-HCM Rajasthan State Institute of Public Administration, on 29 January 2018.
- Conducted Training Session& Capacity Building workshop on Time Management, Problem Solving and Stress Management at SIMAT on 17 April 2017.
- Resource Person for Institutional Training Programme for newly Recruited Assistant Engineers of RVPNLconducted at Officers Training School (OTS)-HCM Rajasthan State Institute of Public Administration, on 14 March 2016.
- Resource Person for Foundation TrainingProgramme of State Service Officers at Officers Training School (OTS)-HCM Rajasthan State Institute of Public Administration, on 24 June 2016.
- Resource Person for Foundation TrainingProgramme of State Service Officers at Officers Training School (OTS)-

Invited Speeches and Invitations as Resource Person for FDPs/ Workshops/ Seminars

Mandatory Disclosure - MBA

Workshops/FDPs/Seminars/Conferences Attended

- HCM Rajasthan State Institute of Public Administration, on 22 June 2016.
- Resource Person for Foundation Training Programme of State Service Officers at Officers Training School (OTS)-HCM Rajasthan State Institute of Public Administration, on 20 June 2016.
- Resource Person for Foundation Training Programme of State Service Officers at Officers Training School (OTS)-HCM Rajasthan State Institute of Public Administration, on 09 May 2016.
- Resource Person for Foundation Training Programme of State Service Officers at Officers Training School (OTS)-HCM Rajasthan State Institute of Public Administration, on 22 April 2016.
- Organized workshop on "Soft skills and Personality Development" at ICFAI, INC, Jaipur.
- Organized workshops on Personality Development and Business Communication at R.A. Podar Institute of Management, Jaipur.
- TEQIP-III sponsored event on Web-Hack & HR Conclave: Recruitment and Technology 4.0 organized by Rajasthan Technical University, Kota and Swami Keshvanand Institute of Technology, Management & Gramothan on 28-29 September, 2020.
- FICCI-SRMIST Industry Global Virtual Conference on "The Emerging Economic Scenario: Identify and Create Competencies" organized on 23 July, 2020.
- Association of Indian Management Schools (AIMS) sponsored Faculty Development Programme on 'Effective Teaching and Research Methods for Academicians, Research Scholars and Practitioners' organized on 07-08 July, 2017.
- Second National HR Summit organized by JK Lakshmipat University, Jaipur on December 22, 2012.
- Workshop on 'Recent Trends in Business Strategies' organized by MDA in collaboration with AICTE and ISIM on 26th March, 2009.
- Workshop on 'Recent Trends in Retail Management' organized by MDA in collaboration with AICTE and ISIM on 23rd March, 2009.
- National Seminar on 'Redefining Global Business Competitiveness' organized on 24th February 2009.
- Faculty Development Programme on 'Developing World Class Teaching Competencies: A New Perspective' organized from 1-15 May, 2008.
- National Seminar on 'Family Business: Managing in the Global Economy' organized in collaboration with AIMS & FORHEX on 10-11 August, 2007.
- National Seminar on Information Security: Emerging Threats and Innovations in the 21st Century organized on 31st January 2007.
- Faculty Development Programme on 'Innovative Techniques in Management: Research and Cases' organized on 17th.

Mandatory Disclosure - MBA

December 2006.

Editorial Appointments/ Reviewer

- Workshop on 'Success Mantras to Excel in the Contemporary Environment' organized on 28th. November 2006.
- Faculty Development Programme organized by ICFAI on August 22, 2005 on 'Improving Teaching practices in Management Education'.
- Attended a workshop on "How to Become a Star Worker" organized by RCCI, Jaipur.
- Attended a workshop on "Team Building" organized by ICFAI.
- Editor, OORJA- International Journal of Management & IT, International School of Informatics and Management, (ISSN (P): 0974-7869, ISSN (O):2395-6771), Jaipur.
- Editor, Book of Abstracts of International Conference on Management and IT on Innovations in Information Technology and Business Management for Sustainability held on 7-8 August 2020.
- Editor, Book of Abstracts of International Conference on Management and IT on Evolving Research Frontiers in Management and Computer Science held on 11-12 April 2019.
- Editor, Book of Abstracts of International Conference on Management and IT on Business Intelligence & Analytics: Emerging Strategies and Techniques held on 12-13 April 2018.
- Editor, Book of Abstracts of International Conference on Management and IT on Transforming India: Initiatives, Challenges and Road Ahead held on 28-29 April, 2017.
- Editor, Book of Abstracts of International Conference on Management and IT on 'Big Data and Internet of Things: Technology and Impact on Business and Management' held on 16-17 August, 2016.
- Editor, Book of Abstracts of International Conference on Management and IT on 'Technical and Higher Education in India: Emerging Landscapes' held on 10-11 April, 2015.
- Editor, Book of Abstracts of National Conference on Management and IT on 'Data Analytics and Business Intelligence: Emerging Paradigms' held on 11-12 April, 2014.
- Editor, Book of Abstracts of National Conference on Management and IT on 'Entrepreneurship and Innovation: Catalysts and Effects' held on 12-13 April, 2013.
- Editor, Souvenir of National Conference on Management and IT on 'Innovation and Sustainable Global Solutions to Business Management and IT ' organized by International School of Informatics and Management, Jaipur, April, 2012.
- Editor, Book of Proceedings of National Conference on 'Restructuring of Global Economy: Challenges Ahead organized by International School of Informatics and Management, Jaipur, April 19-20, 2011.
- Organizing Secretary of International Conference on Management and IT on Innovations in Information

Conference Committee

Mandatory Disclosure - MBA

Memberships

Technology and Business Management for Sustainability held on 7-8 August 2020.

- Organizing Secretary of International Conference on Management and IT on Evolving Research Frontiers in Management and Computer Science held on 11-12 April 2019.
- Organizing Secretary of International Conference on Management and IT on Business Intelligence & Analytics: Emerging Strategies and Techniques held on 12-13 April 2018.
- Organizing Secretary of International Conference on Management and IT on 'Transforming India: Initiatives, Challenges and Road Ahead' held on 28-29 April, 2017.
- Organizing Secretary of International Conference on Management and IT on 'Big Data and Internet of Things: Technology and Impact on Business and Management' held on 16-17 August, 2016.
- Organizing Secretary of National Conference on Management and IT on 'Technical and Higher Education in India: Emerging Landscapes' held on 10 – 11 April, 2015.
- Organizing Secretary of National Conference on Management and IT on 'Data Analytics and Business Intelligence: Emerging Paradigms' held on 11-12 April, 2014.
- Organizing Secretary of National Conference of Management and IT on 'Entrepreneurship and Innovation: Catalysts and Effects' held on 12-13 April, 2013.
- Co-Convener of National Conference of Management and IT on 'Innovation and Sustainable Global Solutions to Business Management and IT' organized by International School of Informatics and Management, Jaipur, April, 2012.
- Member, Board of Studies, The IIS University, Jaipur.

Academic Committee Memberships

- Member, Board of Studies, ISIM, Jaipur.
- Academic Counselor and project guide for IGNOU- MBA and PGDRD course.
- Paper-Setter, External Examiner Rajasthan Technical, University, Kota,
- Paper-Setter, External Examiner for The IIS University.
- Paper-Setter for Suresh Gyan Vihar University, Jaipur.
- Paper-Setter, External Examiner for University of Rajasthan.
- Evaluator for AIMS International Summer Internship Competition organized by AIMS International.
- Member, Examination Committee, International School of Informatics and Management, Jaipur, since 2008.
- Member, Press Committee, International School of Informatics and Management, Jaipur, since 2006.
- Inter-Institute Activity Coordinator.
- Member, Anti-Ragging Squad.



Faculty Profile

Name of Teaching Staff	DR. BHUMIJA CHOUHAN
AICTE ID	1-401777554
Date of Birth	11/12/1980
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> <p>PG – MBA (Marketing, Finance) from M.D.S. University, Ajmer in the year 2003.</p> <p>UG - B.Sc. (Chemistry, Botany, Zoology) from J.N.V. University, Jodhpur in the year 1998-2001.</p> <p>Accredited Management Teacher (AMT) October, 2008 certified by All India Management Association, New Delhi.</p> <p>UGC – NET June, 2005 qualified in management studies.</p>
Total Experience in Years	Teaching: 17.8 yrs Industry: -
Research Areas/ Areas of Interest	Primary <ul style="list-style-type: none">• Marketing Management Secondary <ul style="list-style-type: none">• General Management/ Human Resource Management• Financial Management
Significant Publications:	
Books	<ul style="list-style-type: none">• 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 in Journals	International No: 12 Details: <ul style="list-style-type: none">• Chouhan, Bhumiya. Gogia Shenam (2021).A Study on Investors Behavior towards Investment Avenues amid

Covid-19. Journal of Huazhong University of Science and Technology. ISSN-1671-4512 .IMPACT FACTOR: 6.2 vol.50(3) Scopus Indexed.

- Chouhan, Bhumija. Gogia Shenam (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, Published by Science and Engineering Research Support Society, Australia.
- Gogia Shenam., Chouhan, Bhumija (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).
- Bhardwaj Vipul, Chouhan, Bhumija (2019).DTH industry in India-Future Prospectus. Research Direction.ISSN-2321-5488,6(12-April-19), Impact Factor-5.7
- 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 (2018)/VOL-5)IMPACT FACTOR– 8.9901
- 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- 2229-68837(12), Impact Factor-5.108.
- 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).
- 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).
- 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. ISSN- 2319-300, 2(9), Impact Factor 4.472.
- 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), ISSN- 0976-2183, 2(3), Impact Factor 0.83.
- 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, ISSN- 2249-8672, 1(3), Impact Factor 5.76.
- Chouhan, Bhumija (2011). A Comparative study of Organization Culture and its impact among faculty members

Mandatory Disclosure - MBA

in selected higher education institutions of Rajasthan. International Research Journal for Management and Computer Application, ISSN- 2250-0529, 2(3).

National

No:10

Details:

- Gogia Shenam., 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).
- Gogia Shenam., Chouhan, Bhumija (2017). A Study Of Attitude Of Rational Investors Towards Investment In Pune Region. PARIVRIDDI- A National Refereed Journal of Multidisciplinary Studies, ISSN-2394-9112, 3(7).
- 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).
- Chouhan, Bhumija (2014). Demise of Management Education in India. Bombay Management Association-E journal, ISBN: 978-81-927496-0-0,1(4).
- Chouhan, Bhumija (2010). Ethical Spirituality: The guidelines for building spirituality at workplace. OORJA, ISSN- 0974-7869, 8(1).
- Chouhan, Bhumija (2010). The Power of cult Branding. ELK journal of Marketing and Retail Management, ISSN- 0976-7193, 2(6), Impact Factor 2.045.
- 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).
- Chouhan, Bhumija (2008). e-choupal: Appreciating the imperative of intermediates in the rural India. OORJA, ISSN- 0974-7869, 6(1).
- Chouhan, Bhumija (2008). Viral Marketing: Achieving a cascading reach. Comdex times journal for management ideas, 14(8).
- 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

Details:

- Chouhan, Bhumija (2020). Paper presented 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.

Mandatory Disclosure - MBA

- Chouhan, Bhumija (2018). Paper presented at International conference on topic Transforming Market Research into Market Analytics: A game changing Strategy in Contemporary Market Organized by International School of Informatics and Management, Jaipur.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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:12

Details:

- 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.
- 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
- 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

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- Bhumija Chouhan, Kavya Saini, and Geeti Sharma (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

Cases Published

Mandatory Disclosure - MBA

Subjects Taught

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

Subjects of Interest

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

PhD Guide

Field: Management

Field & University

University

- 1. Rajasthan Technical University, Kota
- 2. The IIS University, Jaipur
- 3. Jaganath University, Jaipur

PhD Guided(Completed)

4.5

PhD Guided/ Under Guidance

- Completed : 02 (Rajasthan Technical University, Kota)- Supervisor
- Completed :01 (The IIS University, Jaipur)- Supervisor
- Completed :01(Jaganath University, Jaipur)- Supervisor
- Completed : 01(The IIS University, Jaipur)- Co- Supervisor
- 5. Submitted:01(Jaganath University, Jaipur)- Supervisor

Under Process: 01 (course work and DRC complete)

01(course work complete and DRC DUE)

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

Mandatory Disclosure - MBA

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

- Appointed as External Examiner for Thesis Evaluation by Banasthali Vidhyapith University, Niwai .
- Appointed as External Examiner for DRC Synopsis evaluation by Banasthali Vidhyapith University, Niwai.
- Appointed as External Examiner for DRC Synopsis evaluation by Uttaranchal University, Dehradun, Uttarakhand.
- Appointed as examiner by VIT University, Jaipur
- Appointed as External Examiner for Thesis Evaluation by JJTU, Jhunjhunu.
- Member of BOS at The IIS University, Jaipur
- Academic Counselor at IGNOU, New Delhi
- Appointed as examiner by Rajasthan Technical University, Kota
- Appointed as examiner by The IIS University, Jaipur
- Appointed as examiner by Suresh Gyan Vihar University, Jaipur
- Appointed as examiner by Management & Commerce Institute of Global Synergy, Ajmer
- Appointed as examiner by Vardhman Mahaveer Open University, Kota
- Appointed as examiner by Jaganath University, Jaipur
- Appointed as examiner by Poornima University, Jaipur
- Appointed as examiner by Banasthali Vidhyapith University, Niwai
- Appointed as examiner by University of Rajasthan

Certificate Course

- 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
- Online certificate course on "Introduction to Personal Branding "authorized by University of Virginia and offered through Coursera.
- Online certificate course on "Brand and Product Management "authorized by IE Business School and offered through Coursera.
- Online certificate course on "Brand Management: Aligning Business, Brand and Behaviour" by University of London through Coursera.
- Online certificate course on" Marketing Analytics" by University of Virginia through Coursera.
- Online certificate course on" Marketing Management I" by University of Illinois at Urbana-Champaign through coursera
- Online certificate course on" Marketing Management II" by University of Illinois at Urbana-Champaign through

Mandatory Disclosure - MBA

Conference/FDP/STTP/ FIP attended

course.

- 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.
- 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.
- Faculty Induction Program organized by MHRD-PMMNMTT and Ramanujan College, University of Delhi, New Delhi from 1st September 2020-30th September 2020.
- 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.
- 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.
- RTU(ATU) TEQIP-III Sponsored FDP on " Aatmnirbhar Bharat: Emerging Enterprise in Rural Communities and Remote Region " organized by Swami keshvanand Institute of Technology, Jaipur from 4th August 2020 to 6th August 2020.
- FDP on "E-Content Development with GAD TLC MHRD" organized by Sanatan Dharma College, Ambala Cantt from 27th July 2020 to 31st July 2020.
- The FICCI SRMIST Virtual Conference on "The Emerging Economic Scenario: Identify and Create Competencies", on July 23, 2020.
- FDP on "Academic Leadership - The Keystone of Education" organized by ICAI University, Jaipur on 12th July 2019.
- FDP sponsored by AIMS and organized by International School of Informatics and management on topic "Effective Teaching and Research Methods for Academicians, Research Scholars & Practitioners" on 7th July 2017 -8th July 2017.

Duties Performed

- Convener for B-Quizing 2012-till date, National Level Business Quiz
- Time Table 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



Faculty Profile

Name of Teaching Staff	DR. KAVYA SAINI
Designation	Associate Professor and E-cell Coordinator
Department	Management
AICTE ID	1-402857071
Date of Birth	11/14/1981
Institute Name	International School of Informatics and Management, Jaipur
Academic Qualifications	PhD: Competitive Advantages through Strategic Alliances : A case study of selective Telecom Company, From University of Rajasthan, 2014 PG: MBA- Marketing and Finance, from University of Rajasthan, 2004 UG: B. Com. , from University of Rajasthan, 2002 Any Other
Total Experience in Years	Teaching: 16 Industry: 1 Year
Research Areas/ Areas of Interest	Marketing Management Integrated Marketing Communication Marketing of Services
Significant Publications:	
Books	<ul style="list-style-type: none">• Kavya Saini (2009). Human Resource Management, University Book House.• Kavya Saini (2009). Sales and Distribution Management published with Ramesh Book Depot, Jaipur [ISBN 978-81-8142-386-3].• Kavya Saini (2009). Principles and Practices of Management, Neelkanth Publication.• Kavya Saini (2009). Consumer Behavior and Market Research published with Ramesh Book Depot, Jaipur [ISBN 978-81-8142-426-6.• Kavya Saini (2009). Abstract Series Human Resource Management, Neelkanth Publication.• Kavya Saini (2009). Research Methods in Management, Neelkanth Publication.• Kavya Saini (2013). Consumer Behavior and Market Research Edition II, Ramesh Book Depot.
Units/ Chapters Authored	<ul style="list-style-type: none">• Kavya Saini (2010). Marketing Management, MP-201 Unit-5, Marketing Segmentation, Targeting and Positioning, Vardhman Mahaveer Open University, Kota.• Kavya Saini (2014). Sales and logistics Management, MP-605, Unit-8, Logistic and Transportation, Vardhman Mahaveer Open University, Kota.

Mandatory Disclosure - MBA

Papers in Journals

- Kavya Saini (2014). Adverting and Sales Promotion, MP-604, Unit -6, Advertising Agency ,Vardhman Mahaveer Open University, Kota.
- Kavya Saini and Geeti Sharma (2018). Digital India: A Bumpy Road for India. Demonitisation, Bloomsbury India.

International

No: 3

- Kavya Saini (2012). Indian Telecommunication Sector: A Paradigm Shift. International Journal of Research in Commerce, It & Management (ISSN 2231 – 5756).
- Kavya Saini (2013). Indian Telecommunication Sector. International Research Journal for Management & Computer Application.
- Kavya Saini & Nidhi Purohit (2015). Trend of CSR Contribution by Cement Companies of India- A Comparative Analysis. Oorja Volume 13/No.3 September- December, ISSN 0974-7869.
- Anadi Trikha, Dr. Kavya Saini (2019). The Growing 'Kidfluence' on Parents' Buying Behavior: The Era of Young Consumers. IJRAR - International Journal of Research and Analytical Reviews (IJRAR), E-ISSN 2348-1269, P- ISSN 2349-5138, Volume.6, Issue 2, Page No pp.742-751, June 2019
- Anadi Trikha, Dr. Kavya Saini (2018). Growing Concerns About the Effects of Advertising on Children: A Study on Working Parents. AIJRA Vol. III Issue I A

National

No: 6

- Kavya Saini (2007). e–choupal: Appreciating the imperative of intermediates in the rural India. OORJA.
- Kavya Saini & Nidhi Purohit (2015). Impact of Online Selling of Cement on Retail Trade- Study of JK Lakshmi Cement Ltd. The International Journal of Business & Management, ISSN 2321–8916.
- Kavya Saini & Neti Goswami (2021). An empirical study of marketing strategy on performance of firm regarding personal hygiene product. Sambodhi, ISSN: 2249-6661 (UGC Care Journal) Vol-44 No.-01 (VII) January-March (2021).
- Kavya Saini & Neti Goswami (2021). A study of marketing strategy on consumer's choice regarding ersonal hygiene products. Sambodhi, ISSN: 2249-6661 (UGC Care Journal) Vol-44 No.-01 (I):2021.
- Kavya Saini & Shuchi Mathur (2020). A study on consumers perception towards organic products during COVID 19 in Jaipur city. Shodh Sarita, ISSN: 2348-2397 (UGC Care Journal) Vol-7, Issue 28 October-December, 2020 PG155-162.
- Kavya Saini & Shuchi Mathur (2020). Linking Rural organic Produce to Urban Retail Chain. Shodh Sanchar, ISSN: 2229-2620 (UGC Care Journal) Vol-11, Issue 41, Jan-March, 2021

Papers Presented in

International 5

Mandatory Disclosure - MBA

Conferences

- Kavya Saini (2008). Corporate Entrepreneurship: Leveraging Innovation for Strategic Growth. International Conference on R3- Rural Retail and Revolution, organized by FMS-Institute of Rural management, Jaipur, September 26-27, 2008
- Kavya Saini (2008). Business Process Outsourcing: The Knowledge Potential. International conference on Business Challenges & Strategies in Emerging Global Scenario, Organised by Punjab College of Technical Education, Ludhiana.
- Kavya Saini & Anadi Trikha (2018). Build-A-Bear: Is India ready for such great Beary Experiences? the International Conference on the theme, Business Intelligence and Analytics: Emerging Strategies and Technologies.
- Kavya Saini & Anadi Trikha (2018). Pester power: A powerful tool or a blame game? 6th International Conference on Green, Growth, Globalization, Governance & GST: Challenges & Opportunities.
- Awarded Best Paper titled Pokémon Go: Fad or Fashion? in the International Conference on Green, Growth, Globalization and Governance: Challenges and Opportunities held on 3-5, February, 2017.

National

No: 8

Details:

- Kavya Saini (2007). Rural India-A New Canvas For International Marketers at National Seminar on WTO Regime & paradigm Shift In Indian Business organized by Guru Govind Singh Institute of Technology and Management Studies, Yamuna Nagar, April 26-28.
- Kavya Saini (2008). Managing Latest Trends within the Global Advertising Industry. National Seminar on Emerging Paradigms in Marketing, Dhruva College of Management, Hyderabad, July 25-26.
- Kavya Saini (2008). Evaluating the Developmental impact of e-governance initiatives in Developing India was presented in the National conference on Sustainable rural development: A Strategic Roadmap, organized by the Department of Management Studies, North Maharashtra University, Jalgaon, December 15.
- Kavya Saini (2007). Managing Workforce Diversity in Globalize World, National Seminar on Diversity Management- HR Practices, 23-24 November.
- Kavya Saini (2010). Paradigm shift in Indian Telcom Sector. 7th Global HR Summit Innovating, Involving, Inspiring and Integrating Individuals for Managing Global Organisations, on 17th September.
- Kavya Saini (2016). Influence of Marketing Mix on Architectures, Engineers or Contractors in Recommending Brand to the End Consumer: Study of Cement Industry. 5th National Conference 2016-A Road Map of India Ahead on 12-13 February, 2016 at St. Xavier's College.

Mandatory Disclosure - MBA

	<ul style="list-style-type: none">• Kavya Saini (2016). A study on impact of integrated marketing communication techniques adopted by gold jewellery sector in Jaipur 5th National Conference 2016-A Road Map of India Ahead held on 12-13 February at St. Xavier's College• Kavya Saini (2016). Trend of brand positioning in Cement Companies. National Conference' 2016 - Strengthening Indian Economy and Business: Nurturing the present, Innovating the future held on 18-19 November, 2016 at Swami Keshvanand Institute of technology, management & Gramothan, Jaipur
Cases Published	<ul style="list-style-type: none">• Kavya Saini and Sheenu Jain (2021), Cadbury Joy Deliveries: The Rise of Personalized Gifting, The Case Centre.• Kavya Saini and Sheenu Jain (2020), COVID - 19 Outbreak in Walled City of Jaipur: A Case of Disaster Management, The Case Centre.• Kavya Saini and Sheenu Jain (2020), COVID-19 Missing Cheers for Millions of Tiplers, The Case Centre.• Kavya Saini, Bhumiya Chouhan and Geeti Sharma (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	<ul style="list-style-type: none">• Marketing Management• Marketing of Services• Integrated Marketing Communication• International Marketing Management
Subjects of Interest	<ul style="list-style-type: none">• Marketing Management• Marketing of Services• Integrated Marketing Communication• International Marketing Management• Business Environment• Entrepreneurship
PhD Guided/ Under Guidance	Field: Commerce & Management University: RTU, Kota The IIS University, Jaipur Ph.D. completed : 02 Under Process: 04 03 Research scholars of The IIS University, Jaipur. 03 Research scholar of Rajasthan Technical University, Jaipur.
Professional Memberships Consultancies/ Research Projects Undertaken	<ul style="list-style-type: none">• National Entrepreneurship Network• Consultancy Project on Evaluation of Development of Composite Residential Colony at Sikar Road, Jaipur• Consultancy project for Kalaji Jewellers
Awards and Recognitions	<ul style="list-style-type: none">• Certified as Innovation Ambassador by Ministry of Education's Innovation Cell & AICTE, New Delhi.

Mandatory Disclosure - MBA

Invited Speeches and Invitations as Resource Person for FDPs/ Workshops/ Seminars

- Business Rankers Women Achievers Award 4th Edition 2020, Award of 'Most inspiring woman' on October 31, 2020.
- Certificate of Appreciation, Award of Proficiency received for exemplary services rendered to the cause of Education and Institutional Development from IIIM, Jaipur, 26 January, 2015.
- Awarded Best Paper titled Pokémon Go: Fad or Fashion? in the International Conference on Green, Growth, Globalization and Governance: Challenges and Opportunities held on 3-5, February, 2017.
- National Entrepreneurship Network Awarded as "Emerald Educator", 2012
- National Entrepreneurship Network Awarded as "Emerald Educator", 2013
- Resource Person for the topic Market Assessment (STP for Business) on March 16, 2021 for Centre for Innovation Incubation Entrepreneurship is organised NSTEDB-DST Sponsored Women Entrepreneurship Development Programme.
- Resource Person for the topic Tools & Techniques for Market Survey & Effective Sales Skills on March 18, 2021 for Centre for Innovation Incubation Entrepreneurship is organised NSTEDB-DST Sponsored Women Entrepreneurship Development Programme.
- Resource Person for the topic "E-leader capacity building workshop" on September 16, 2020 in IIHMR, Jaipur.
- Resource Person for the topic "John Mullins – 7 Domains Framework" on January 25, 2013 in Jaipuria, Jaipur.
- Resource Person for the topic "Opportunity Evaluation & Close to Heart Exercise" on January 28, 2013 in Jaipuria, Jaipur.
- Resource Person for the topic "Idea Generation" on, September 9 2013 in The IIS University, Jaipur
- Resource Person for a workshop on Basic Capsule course of Entrepreneurship for Engineers, for Poornima Group of Colleges 27-31 January, 2014
- Resource Person for a workshop EDII-NEN Launch Pad Challenge 2014 on Feb 6th 2014.
- Resource Person for a workshop on modules of entrepreneurship Resource Person for a workshop, 26-28 February, 2014.
- Mentored 5 mentees for Tata First Dot Powered By NEN Bootcamp on January 12, 2015
- Resource person for a workshop on 'Budding Entrepreneur' on January 7th, 2015 for The IIS University.

Editorial Appointments/ Reviewer

Editor for OORJA-International Journal of Management and IT

Academic Committee Memberships

- Member of BOS at The IIS University, Jaipur
- Member of BOS at VGU, Jaipur
- Academic Counselor and approved project Guide at IGNOU,

Mandatory Disclosure - MBA

Faculty Development Programmes/Training/FIP

New Delhi

- Appointed as examiner by Rajasthan Technical University, Kota
- Appointed as examiner by The IIS University, Jaipur
- Appointed as examiner by Management & Commerce Institute of Global Synergy, Ajmer
- Appointed as examiner by University of Rajasthan
- Appointed as examiner by Vardhman Mahaveer Open University, Kota
- Faculty Member of National Entrepreneurship Network
- Completed Innovation Ambassador Training program of the Ministry of Education's Innovation Cell & AICTE.

- 5 day FDP on Basics of Research & Multivariate Data Analysis from 22-26, February, 2021 organised by Jaipuria Institute of Management, Jaipur.
- National IP Literacy Week 2020 organised under Kalam program for IP Literacy and awareness from 15-23, 2021.
- AICTE Training and Learning (ATAL) Academy Online FDP on "Design thinking" from September 7, 2020 to September 11, 2020 at College of Engineering Trivandrum.
- Online certificate course and workshop of 32 hours on "Learner centric content design tools" organised by Deen Dayal Upadhyay Kaushal Kendra, Sanatan Dharma College, Amballa Cantt. From August 26-2020 to 9th September 2020.
- Faculty Induction Program organized by MHRD-PMMNMTT and Ramanujan College, University of Delhi, New Delhi from 1st September 2020-30th September 2020.
- 3 Day FDP on Case Writing & Teaching in Collaboration with NITIE, Mumbai and VGU, Jaipur from June 26-28, 2020
- 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.
- RTU(ATU) TEQIP-III Sponsored FDP on "Aatmnirbhar Bharat: Emerging Enterprise in Rural Communities and Remote Region" organized by Swami keshvanand Institute of Technology, Jaipur from 4th August 2020 to 6th August 2020.
- FDP on "E-Content Development with GAD TLC MHRD" organized by Sanatan Dharma College, Ambala Cantt from 27th July 2020 to 31st July 2020.
- The FICCI SRMIST Virtual Conference on "The Emerging Economic Scenario: Identify and Create Competencies", on July 23, 2020.
- Attended "Regional orientation Session on IIC 2.0 and ARIIA 2020" organised by MHRD's Innovation Cell held at Netaji Subhas University of Technology, Dwarka, New Delhi on August 10th, 2019.
- Mentoring Skills Finishing School Program, NEN, 17-18

Mandatory Disclosure - MBA

February, 2014

- SPSS and AMOS for business Data Analysis & Research, Jaipuria Institute of Management, July 12-13, 2013
- Special Training Programme for Academic Counsellors, IGNOU, October 19, 2013
- Orientation Programme for Academic Counsellors, IGNOU, Oct 20-21, 2012
- Management Teacher 2015-New Age Teacher, AIMS, July 16, 2012
- FDP on High Impact Infrastructure Design: Launching Intensive Programs, November 20, 2012
- Advanced Course on Business Models 7 Business Plans: Getting it Right, NEN, October 4-6, 2012
- Kick-Starting the Entrepreneurial Campus, NEN, August 25-27, 2011.
- Mergers and Acquisition, Restructuring and Alliances, IIM, Calcutta, March 1-6, 2007
- SPSS Faculty Development Program, University of Rajasthan, 2006
- New Product Development, IIM Bangalore, 23-28, October, 2006
- STRATEGIC MANAGEMENT OF TECHNOLOGY, MDI, Gurgaon, April 4-9, 2005
- International Business Strategy, IIFT, December 27-January 1, 2005
- Foundation Courses of Management Teacher's Programme on Strategic Management, IIMB, March 1-6, 2004.
- Strategic Alliances & Joint Ventures, IIM Indore, October 11-16, 2004
- Management of Change and Transformation, IIML, September 27 –October 01, 2004.
- 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
- Online certificate course on "Introduction to Personal Branding" authorized by University of Virginia through Coursera.
- Online certificate course on "Introduction to International Marketing" authorized by Yonsei University, through Coursera.
- Online certificate course on "International Market Entry and execution" authorized by Yonsei University, through Coursera
- Online certificate course on "Innovation for Entrepreneurs: From Idea to Marketplace" authorized by University of Maryland, through Coursera
- Online certificate course on "Brand and Product Management" authorized by IE Business School and offered through Coursera.

Certificate Course

Mandatory Disclosure - MBA

- Online certificate course on “Essentials of Entrepreneurship: Thinking & Action” authorized by University of California and offered through Coursera.
- Online certificate course on “Essentials of Entrepreneurship: Thinking & Action” authorized by University of California and offered through Coursera.
- Online certificate course on “Channel Management and Retailing” authorized by IE Business School and offered through Coursera.
- Online certificate course on “Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing and more” authorized by IE Business School and offered through Coursera.
- Online certificate course on “New Product Development For Small Businesses and Start-Ups” through Coursera.
- Online certificate course on “Pricing Strategy” by IE Business School through Coursera.
- Online certificate course on “Marketing Management I” by University of Illinois at Urbana-Champaign through courser.
- Online certificate course on “Marketing Management II” by University of Illinois at Urbana-Champaign through coursera.



Faculty Profile

Name of Teaching Staff	DR. BHARTI SHARMA
Designation	Associate Professor
Department	Management
AICTE ID	1-1475379840
Date of Birth	12/25/1977
Academic Qualifications	PhD (2006), Mohan Lal Sukhadia University, Udaipur Thesis Title: "Women Trainers: Issues, Problems & Prospects" MBA (2000), MDS University, Ajmer B.Sc (Physics, Chemistry, Mathematics) (1998), MLS University, Udaipur
Total Experience in Years	Teaching: 18 years Industry: 02 years
Areas of Interest	Human Resource Management, Research Methods in Management, Quantitative Techniques in Management, Organisation Behaviour, Training for Sustainable Development, Performance Appraisal, Competency Mapping, Organisation Development
Significant Publications:	
Books	<ul style="list-style-type: none">• Sharma Bharti., Jaria Vijay (2012). Elementary Statistics, Thakur Publications, New Delhi.• Sharma Bharti., Nangia Richa (2014). Research Methods in Management, Thakur Publications, Jaipur.
Papers in Journals	International: 08 <ul style="list-style-type: none">• Sharma Bharti (2020); Employee Engagement as a Catalyst to Boost Employee Morale amidst COVID-19. IJREAM, 6 (6). (ISSN: 2454-9150).• Goyal Honey and Sharma Bharti (2018); Health Education and Sustainable Development: Role of Social Entrepreneurship with special reference to SIDART. OORJA, 16/2 (7). 105-114 (ISSN-0974-7869).• Sharma Bharti and Bordia Meenakshi (2017). Transforming India Through Quality Elementary Education. OORJA, 15(2), 29-39 (ISSN-0974-7869).• Dixit Kavaldeep, Saxena Tanjul and Sharma Bharti (2017); Happily Building a World for all, Beyond the Structures- A Case of Coral Group, Real Estate & Infrastructure Project Developers, India. International Journal of Advanced Research 5 (7). 529-539 (ISSN 2320-5407).• Mahlawat Vikas and Sharma Bharti (January 2014); An Environmental Marketing System adopted by Indian Companies. International Journal of Economics & Management, 1(1), 62-74, (ISSN 2278-2478)• Mahlawat Vikas and Sharma Bharti (March 2013);

Transformation Leadership & Employees Career Saliency With Reference to Indian Banking Sector. International Journal of Latest Technology In Engineering, Management & Applied Science, 2(3) (ISSN 2278-2540).

- Mahlawat Vikas and Sharma Bharti (September 2012); Strategies for Motivating People Working in a Team. Proficient International Refereed Journal of Management, 4(9) (ISSN 0975-475X).
- Mahlawat Vikas and Sharma Bharti (August 2012); Indian Bank's Employees Perception towards Performance appraisal: A Comparative Study. International Journal's Research Journal of Social Science & Management, 2(4), (ISSN 2251-1571).

National: 03

- Mahlawat, V., & Sharma, B. (2019). Study of Factors Affecting Employee Satisfaction and Their Impact on the Organization. Journal of Xi'an University of Architecture & Technology, XI(XII) , 939-945 (ISSN 1006-7930).
- Narendran Rajeshwari and Sharma Bharti (March 2013); Striving to Evolve: Acceptance of Women Trainers in the Indian Corporate World. Indian Journal for Training and Development, 43(2), (ISSN 0971-5592).
- Garg Sharad and Sharma Bharti (Jan-June 2010); RFID-Watchdog for Logistics Management. Journal of Commerce and IT, 10, (ISSN 0972-9550).
- Dixit, Kavaldeep, Saxena Tanjul, Sharma Bharti, "Nibs Café and Chocolataria: Redefining chocolate consumption through Business Model Innovation in Indian Retail Sector" presented at "Anubhav Management Case Contest" organized by National HRD Network-Ranchi Chapter and SAIL on 23rd June 2018.
- Saxena Tanjul, Dixit, Kavaldeep, , Sharma Bharti, "Kid's Fashion: A Serious Business, Not Child's Game The Case of PinkBlueIndia.com" presented at "Anubhav Management Case Contest" organized by National HRD Network-Ranchi Chapter and SAIL on 23rd June 2018.
- Dixit, Kavaldeep, Saxena Tanjul, Sharma Bharti, "Promoting Out-of-Home consumption of Tea in a funky café format: Tapri-The Tea House" presented at "Anubhav Management Case Contest" organized by National HRD Network-Ranchi Chapter and SAIL on 24th June 2017. Published in "A Book of Selected Cases-Vol.XXII", by Steel Authority of India Ltd. June 2017.
- Contributed a paper entitled "The Non-Profit Brand Idea for Cecoedecon, Jaipur, India", presented at Conference on Brand Management 2016 organized by Indian Institute of Technology, Delhi on 16th-17th April 2016.
- Conference on Brand Management 2016 organized by Indian Institute of Technology, Delhi on 16th-17th April 2016. The title of the paper is "Jaipur Elephant Paper: Elephant Prints Larger than the Elephant?",
- Contributed a paper entitled, 'Correlation between Business Process Management and Organisational Performance' at a National Conference on Data Analytics and Business

Papers Presented in Conferences

Mandatory Disclosure - MBA

Intelligence: Emerging Paradigms organized by FMS- The IIS University & ISIM, Jaipur held on 11-12 April 2014.

- Contributed a paper entitled, 'Role of Young Entrepreneurs in Revitalizing Social Enterprises' at a National Conference on Entrepreneurship and Innovation: Catalysts & Effects organized by FMS- The IIS University & ISIM, Jaipur held on 12-13 April 2013.
- Contributed a paper entitled, 'Contemporary Employee Retention Practices' at a National Conference on HRM: Challenges, Opportunities and their relevance in Indian Society organized by Faculty of Commerce, S.S.Jain Subodh P.G. College, Jaipur held on January 22-23, 2013.
- Contributed a paper entitled, 'Business School Industry Interface', at a National Seminar sponsored by AICTE and organized by St. Wilfred's Institute of Management & Technology, Jaipur held on March 27-28, 2010.
- Contributed a paper entitled, 'Orientation of Business Education in India' at University Commerce College, at a National Seminar on Professional Orientation of Business Education organized by University Commerce College, UOR, Jaipur held on December 23, 2009.
- Contributed a paper on 'Reengineering of HRM: A Training & Development Initiative' at a National Seminar on Reengineering HRM in Current Times organized by ITS Management & IT Institute, Ghaziabad held on October 3-4, 2009.

International

- Dr. Bharti Sharma, Associate Professor, IIIM, Jaipur & Ms. Jyoti Sharma, Research Scholar has successfully presented paper, titled "Effective Interventions to Manage Workplace Stress due to Covid-19: Learnings from Indian Epics" in RTU TEQIP - III sponsored online International Conference on "Post Covid Challenges on Life and Livelihood held on March 5-6, 2021 organized by Department of Applied Science, Poornima Institute of Engineering & Technology, Jaipur, India.
- Dr. Bharti Sharma, Associate Professor, IIIM, Jaipur & Ms. Sonali Kabra, MBA Sem-IV, IIIM, Jaipur presented the research paper titled, "Role of Business Intelligence: Model of Danamojo online solutions-a Donation Management Platform" in the international Conference on Business Intelligence & Analytics: Emerging Strategies & Techniques held on April 12-13, 2018 at International School of Informatics & Management.
- Dr. Bharti Sharma, Associate Professor, IIIM & Mr. Vikas Mahlawat, Assistant Professor, MITRC, Alwar presented the research paper titled 'Influence of Online Marketing on Youth in India' in the International Conference on 'Emerging Trends in Science, Engineering & Management,' organized by Modern Institute of Technology & Research Centre, Alwar on 24-25, February 2018.
- Dr. Kavaldeep Dixit, Professor, IIIM, Dr. Bharti Sharma, Associate Professor, IIIM & Dr. Tanjul Saxena, Associate Professor, IIIM presented the research paper titled 'Home

Away from Home- A Case of Customer Satisfaction with Services of Umaid Hotel & Resorts, Rajasthan, India” in the International Conference on Sustainable Development and Innovation in Business, Economy, Management & Technology: Prospects in Emerging Markets, held on February 23-24, 2018 at Poornima University, Jaipur in collaboration with Hanyang University, Seoul (South Korea).

- Contributed a paper entitled “Intercity One Way Cabs for Hire Business Case HippoCabs – The Transportation Catalyst”, presented at Flame International Case Conference 2017 organised by Flame University Pune on June 29-30, 2017. (Case Uploaded on www.etcases.com).
- Contributed a paper entitled “Hello English – Language Learning for the Next Billion”, presented at Flame International Case Conference 2017 organised by Flame University Pune on June 29-30, 2017. (Case Uploaded on www.etcases.com).
- Dr. Kavaldeep Dixit, Professor, IIIM & Dr. Bharti Sharma, Associate Professor, IIIM presented the research paper titled ‘Customer Engagement and Business Model Innovation: The case of BROWN SUGAR- BAKERS, CAFÉ AND LOUNGE, Jaipur, India’ in the International Conference on ‘Trinity of MUDRA, Start-Up India and Stand-Up India Schemes: Prospects and Challenges” held on February 24-25, 2017 at Poornima School of Management, Jaipur.
- Dr. Bharti Sharma, Associate Professor, IIIM & Dr. Kavaldeep Dixit, Professor, IIIM presented the research Paper titled ‘Promoting Sustainable Livelihood for Poverty Alleviation: A Case Study of BASIX Social Enterprise Group’ at the 5th International Conference on Green, Growth, Globalization and Governance: Challenges & Opportunities, held on February 3-5, 2017 at JK Lakshmipat University, Jaipur.
- Dixit, Kavaldeep, Saxena Tanjul, Sharma Bharti (2018), Nibs Café and Chocolataria: Redefining chocolate consumption through Business Model Innovation in Indian Retail Sector, A Book of Selected Cases-Vol.XXIII, by Steel Authority of India Ltd., MTI, Ranchi, 40-57.
- Saxena Tanjul, Dixit, Kavaldeep, , Sharma Bharti (2018), Kid’s Fashion: A Serious Business, Not Child’s Game The Case of PinkBlueIndia.com, A Book of Selected Cases-Vol.XXIII, by Steel Authority of India Ltd., MTI, Ranchi, 41-58.
- Dixit Kavaldeep, Saxena Tanjul and Sharma Bharti (2018), Share of Pie: The Case of Brown Sugar-Bakers, Café and Lounge, Thrive: A Handbook of Family Business Case Studies, Bloomsbury Publishing India Pvt Ltd, New Delhi, 40-53, ISBN: 978-93-87146-16-7.
- Dixit Kavaldeep, Saxena Tanjul and Sharma Bharti (2017), Intercity One Way Cabs for Hire Business Case HippoCabs – The Transportation Catalyst, Management Cases in the Indian Context, Times Professional Learning, Mumbai, ISBN: 978-81-931001-8-9.
- Saxena Tanjul, Sharma Bharti and Dixit Kavaldeep (2017), Hello English – Language Learning for the Next Billion,

Cases Published

Mandatory Disclosure - MBA

Management Cases in the Indian Context, Times Professional Learning, Mumbai, ISBN: 978-81-931001-8-9.

- Dixit, Kavaldeep, Saxena Tanjul, Sharma Bharti (2017), Promoting Out-of-Home consumption of Tea in a funky café format: Tapri-The Tea House, A Book of Selected Cases-Vol.XXII”, by Steel Authority of India Ltd., MTI, Ranchi, 1-13.
- Sharma, Bharti, Dixit Kavaldeep, Saxena Tanjul, “ The Non-Profit Brand Idea for NGO Pradan, India”, presented at International Conference on Management Cases 2016 (ICMC 2016), Birla Institute of Management Technology, Greater Noida (India) with George Mason University, Virginia (USA) on December 1-2, 2016 at BIMTECH Campus, Greater Noida, (India). Case published in edited version of book titled Organization Development Through Strategic Management published by Bloomsbury Publishing (India) Private Limited, New Delhi, ISBN: 978-93-84052-82-9.
- Dixit Kavaldeep, Sharma, Bharti, “Jaipur Elephant Paper: Elephant Prints Larger than the Elephant?”, presented at Conference on Brand Management 2016 organised by Indian Institute of Technology, Delhi on 16th-17th April 2016. (Case publication is in process)
- Sharma, Bharti, Dixit Kavaldeep, “The Non-Profit Brand Idea for Cecoedecon, Jaipur, India”, presented at Conference on Brand Management 2016 organized by Indian Institute of Technology, Delhi on 16th-17th April 2016. (Case publication is in process)
- Participated in AICTE Sponsored Online Short Term Training Program (STTP) of 6 days (30 hours) on “Management 4.0” organized by the Institute of Business Management & Research (IBMR), IPS Academy, Indore in association with AICTE, New Delhi from 15th Feb. 2021 to 20th Feb. 2021.
- One Week National Level E-FDP on “Research Methodology and Data Analysis using SPSS”, organized by School of Management & Commerce, K.R.Mangalam University from July 6, 2020 to July 10, 2020.
- One Week Online FDP on “Statistical Package for the Social Science (SPSS)”, organized by Department of Business Administration, Mohanlal Sukhadia University, Udaipur from May 25, 2020 to May 31, 2020.
- FDP on “Relevance of Case Studies in Professional Teaching” organized by ICFAI Business School & The IIS University on July 13, 2018 at IIS University, SFS, Mansarovar, Jaipur.
- FDP on “Pedagogical Innovations and Emerging Perspectives in Higher Education” organized by ICFAI University on July 13, 2018 at the University Campus, Jaipur
- FDP on ‘Advance Research Methodology and Data Analytical Tools (With Sessions on SPSS) organized by Jaipuria Institute of Management, Ghaziabad from 17 – 23 July, 2017.
- FDP on ‘Participative Learning and Teaching Case Studies’ organized by IIM Lucknow from March 31-April 5, 2016.

FDPs/Workshop Attended

Mandatory Disclosure - MBA

- National Seminar on 'Contemporary Challenges and Opportunities in Management of Business' organized by Poornima University, Jaipur on April 9, 2015.
- National HR Conclave organized by Indian Society for Training & Development, Udaipur Chapter on January 26-27, 2013.
- HR Summit organized by J K Lakshmi Pat University, Jaipur on December 22, 2012.
- FDP on Interactive Teaching Practices in Present Scenario organized by Jagannath University on February 18, 2011.
- FDP on Global Skills Enhancement Program organized by Infosys, Jaipur on December 26-30, 2009.
- Workshop on Activating HRD to perform as Business Partner organized by ISTD, Goa Chapter on March 4-5, 2005.

Awards/Achievements

- Received the Second Runners-Up Award for the case titled "Kid's Fashion: A Serious Business, Not Child's Game-The Case of PinkBlueIndia.com" presented at Anubhav - the management case study contest organized by National HRD Network and Steel Authority of India Limited at NHRD-Ranchi on June 23, 2018.
- Received the Best Paper Award for the research paper titled 'Home Away from Home- A Case of Customer Satisfaction with Services of Umaid Hotel & Resorts, Rajasthan, India" at the International Conference on Sustainable Development and Innovation in Business, Economy, Management & Technology: Prospects in Emerging Markets, held on February 23-24, 2018 at Poornima University, Jaipur in collaboration with Hanyang University, Seoul (South Korea).
- Received the First Runners-Up Award for the case titled "Promoting Out-of-Home Consumption of Tea in a Funky Café Format: Tapri-The Tea House", presented at Anubhav - the management case study contest organized by National HRD Network and Steel Authority of India Limited at NHRD-Ranchi on June 24, 2017.
- Received the Best Paper Award for the research paper titled 'Promoting Sustainable Livelihood for Poverty Alleviation: A Case Study of BASIX Social Enterprise Group' at the valediction ceremony of 5th International Conference on Green, Growth, Globalization and Governance: Challenges & Opportunities, held on February 3-5, 2017 at JK Lakshmi Pat University, Jaipur.
- Received the Best Paper Award for the research paper titled 'Customer Engagement and Business Model Innovation: The case of BROWN SUGAR- BAKERS, CAFÉ AND LOUNGE, Jaipur, India' in the International Conference on 'Trinity of MUDRA, Start-Up India and Stand-Up India Schemes: Prospects and Challenges" held on February 24-25, 2017 at Poornima School of Management, Jaipur.
- Received best paper award 'Kamla Award' for the article 'Striving to Evolve: Acceptance of Women Trainers in the Indian Corporate World' published in Vol XXXXIII No. 1, January-March, 2013 issue of Indian Journal of Training &

Mandatory Disclosure - MBA

PhD Guide	Development.
Field & University	Field: Management (HR) University: Gyan Vihar University Field: Management (HR) University: The IIS University Field: Management (HR) University: Rajasthan Technical University, Kota
PhD Guided/ Under Guidance	Completed: 04 <ul style="list-style-type: none">• Title: "Role of Motivation in Talent Retention and Increasing Productivity" awarded in 2014, Gyan Vihar University• Title: "Consumer Perception and Satisfaction towards Mobile Number Portability in Rural Rajasthan" awarded in February 2017, The IIS University, Jaipur• Title: " Measuring the Effectiveness of In-Service Teacher Training Program (A comparative study of government and private primary school teachers)", awarded in November 2019• Title: " The Impact of Compensation on Employee's Job Performance: With Specific Reference to The Heritage Hotels in Rajasthan", awarded in December 2019
Professional Memberships	Under Process: 06 thesis work
Invited Speeches and Invitations as Resource Person for FDPs/ Workshops/ Seminars	Life Member of 'Indian Society for Training & Development' <ul style="list-style-type: none">• Conducted a Webinar on "CORPORATE LEADERSHIP IN CRISIS SITUATIONS: WITH SPECIAL REFERENCE TO COVID-19" under ISIM Webinar Series on June 13, 2020.• Conducted one day workshop on 'Basics of Research Methodology ' at Poornima University, Jaipur on March 12, 2019.• Invited as a Key Note Speaker for the international conference on 'Emerging Trends in Science, Engineering & Management,' organized by Modern Institute of Technology & Research Centre, Alwar on 23-24, February 2019.• Conducted a two days workshop on 'Research Methodology' at Om Kothari Institute of Management, Kota on March 08-09, 2018.• Invited as a Key Note Speaker for the international conference on 'Emerging Trends in Science, Engineering & Management,' organized by Modern Institute of Technology & Research Centre, Alwar on 24-25, February 2018.• Invited as a resource person at Indian Institute of Health Management & Research for module teaching in "Organization Change & Development" for management students in July 2016.• Invited as a resource person at Indian Institute of Health Management & Research for module teaching in 'HRM – Labour Economics and Compensation System in Healthcare' for management students in April 2015.• Invited as a Resource Person for a session on 'Research Methodology' at Subodh Girls College, Sanganer, Jaipur on March 7, 2015.• Invited as a Resource Person for sessions on 'Operations Research' at Institute for Integrated Learning in

Mandatory Disclosure - MBA

Academic Committee Memberships

Management, Jaipur on 10-14, February 2014.

Member of Board of Studies of The IIS University

Examiner at RTU, Kota

Examiner at The IIS University, Jaipur



Faculty Profile

Name of Teaching Staff	DR. RUCHI JAIN
Designation	Associate Professor
Department	Management
AICTE ID	1-7347432988
Date of Birth	19 Sep 1978
Academic Qualifications	Ph.D, M.B.A, M.Com,B.Ed,PGDHE NET(Management) SET(Management)
Total Experience in Years	14 year
Areas of Interest	Finance , Managerial Economics, Research Methodology
Books	
Papers in Journals	
Papers Presented in Conferences	
Cases Published	
FDPs/Workshop Attended	
Awards/Achievements	
PhD Guide	
Field & University	
PhD Guided/ Under Guidance	
Professional Memberships	<ul style="list-style-type: none">• Jaipur Institute of Insurance• International Association of Commerce and Management” (IACM)
Invited Speeches and Invitations as Resource Person for FDPs/ Workshops/ Seminars	<ul style="list-style-type: none">• Resource Person in 15 days interdisciplinary Refresher Course/Faculty development Programme on Research Methodology and Teaching Padagogy from March 16 to march 30,2021, organized by Centre for Research and Training(CRIT), IIS(deemed to be University), Jaipur
Academic Committee Memberships	<ul style="list-style-type: none">• All India commerce Association



Faculty Profile

Name of Teaching Staff	DR. SANDEEP VYAS
Designation	Assistant Professor
Department	Management
AICTE ID	1-421836339
Date of Birth	7/31/1975
Date of Joining the Institution	10 th of November 2010.
Academic Qualifications	PhD , UGC NET (Management) PG: MBA, Geography UG: B.A (Hons.) Any Other:
Total Experience in Years	Teaching: 12 years Industry: 6 Years 10 months
Research Areas/ Areas of Interest	Finance, International Finance, Financial Derivatives
Significant Publications:	
Books	-
Units/ Chapters Authored	-
Papers in Journals	International No: 7 Details: <ul style="list-style-type: none">• Arora, S., Dubey, V., & Vyas, S. (2020). Study of work values of Gen Z students. <i>International Journal of Technology and Globalisation</i>, 8(3/4), 240–265. https://doi.org/10.1504/ijtg.2020.112179• Goyal, H., & Vyas, S. (2019). Giving it back to society: Escalating Volunteerism for social development. <i>International Journal for Research in Engineering Application & Management</i>, 5(3), 426-432. doi:10.35291/2454-9150.2019.0240• Vyas, S. (2015). A Study of Impact of Liberalization and Economic Reforms on the Development Financial Institutions (DFIs): The Indian Context. <i>Asian Journal of Research in Business Economics and Management</i>, 5(11), 1-11. doi:10.5958/2249-7307.2015.00189.9• Vyas, S. (2015). A study of Financial Aspects of SIDBI. <i>Journal of Economics and Finance</i>, 6, 2nd ser., 41-45.• Gupta, O. P. & Vyas, S. (2014). A Financial Analysis of IDBI Bank'. <i>Journal of Economics and Finance</i>, 5(6), 1-5. doi:10.9790/5933-05620105• Vyas, S. (2014). A Financial Analysis of the Development Financial Institution IFCI Ltd. <i>IBR</i>, 4(2), 293-297.• Gupta, O. P. & Vyas, S. (2011). Problems in MSME Financing and Impact of Government Intervention on the

Mandatory Disclosure - MBA

Private Micro Finance Companies. International Journal of Contemporary Management and Research Application, 1(1), 21-25.

National

No: 2

Details:

- Gupta, A., & Vyas, S. (2014). Concept, Need and Importance of Corporate Social Accounting. Accounting Studies, 12(1), 168-171.
- Vyas, S. (2013). A Critical Evaluation of Financial Management and Resource Mobilization of IFCI. Accounting Studies, 2(3), 210-214.

Papers Presented in Conferences (not published)

International

No: 5

Details:

- A regression analysis of time series data for predicting the behavior of stock market returns. International Conference on 'Sustainable Development and Innovation in Business, Economy, Management and Technology : Prospects in Emerging Markets' jointly organized by Poornima University and Hanyang University South Korea on 23-24 February 2018.
- A study of causal relationship among macroeconomic variables and BSE Sensex: Evidences from India. 6th International Conference on Green, Growth, Globalization, Governance and GST (5G): Challenges and Opportunities organized by The Institute of Management, JK Lakshmi Pat University, Jaipur in collaboration with St. Cloud State University, USA on 2-4 February 2018.
- Study of Credit Disbursement in the Small & Medium Enterprises: An Empirical Analysis. International Conference on Make in India Initiative: Role and Challenges for SMEs in the Global Perspective, jointly organized by Poornima School of Management and Poornima University, Jaipur in collaboration with Hanyang University, South Korea and JK Lakshmi Pat University, Jaipur, 19-20 February, 2016.
- Conducive Factors of Rural Entrepreneurship in Community Development" in International Conference BICON-11 on "New Horizons of Entrepreneurial Development", 25th-26th November 2011, Biyani Girls College, Jaipur.
- 'Impact of DTC on Individual tax Payers' in All India Accounting Conference and International Seminar on Accounting Education and Research, Department of ABST, PG School of Commerce, University of Rajasthan, Jaipur, 17th-18th December 2011.

National

No: 3

Details:

- 'Achieving Rural Development through Rural Entrepreneurship'" in National Conference on "Restructuring

Mandatory Disclosure - MBA

	<p>Global Economy: Challenges Ahead” held on 18-19th April 2011, ISIM, Jaipur.</p> <ul style="list-style-type: none">• ‘Role of Rural Entrepreneurship in Employment Generation”in 27TH NATIONAL CONVENTION OF MECHANICAL ENGINEERS AND NATIONAL SEMINAR ON “Advances in MEMS and Robotics in Manufacturing” 3-4th September 2011, MNIT, Jaipur.• ‘Role of SIDBI in Credit Facilitation to the MSME Sector’ in Second National Conference on ‘Innovative and Sustainable Global Solutions to Business Management & IT Issues’, 19-20th April 2012, ISIM, Jaipur.• Exploring Places, Creating Unique Tourism Experiences – Case of Incredible Indian Moments Private Limited. (2018). pp. 89, Cambridge Scientific Publishers, UK.
Cases Published	
Newspapers/ Magazine Articles	–
PhD Guide	Field – Management and Commerce
Field & University	RTU, Kota The IIS University
PhD Guided/ Under Guidance	Two research scholars from RTU, Kota. Four research scholars from the IIS University.
Professional Memberships	Lifetime member of All India Accounting Association.
Consultancies/ Research Projects Undertaken	
MDPs Undertaken	
Workshops and FDPs attended	<ul style="list-style-type: none">• Participated in AICTE Sponsored Online Short-Term Training Program (STTP) of 6 days (30 hours) on “Financial Analytics” organized by the Institute of Business Management & Research (IBMR), IPS Academy, Indore in association with AICTE, New Delhi from 15th March 2021 to 20th March 2021• Participated in the workshop on ‘Volatility in Stock Markets – An Indian Perspective’ held on 26th November 2014 at FMS- IRM, Jaipur.• Attended FDP on Multivariate Data Analysis using SPSS, 23rd- 24th September 2011, Jaipuria Institute of Management, Jaipur.
Awards and Recognitions	<ul style="list-style-type: none">• 2018. Received Best Paper Award for the research paper titled A regression analysis of time series data for predicting the behavior of stock market returns. International Conference on ‘Sustainable Development and Innovation in Business, Economy, Management and Technology : Prospects in Emerging Markets’ jointly organized by Poornima University and Hanyang University South Korea on 23-24 February 2018.• 2018. Received Best Paper Award for the research paper titled A study of causal relationship among macroeconomic variables and BSE Sensex: Evidences from India. 6th International Conference on Green, Growth, Globalization, Governance and GST (5G): Challenges and Opportunities organized by The Institute of Management, JK Lakshmiapat

Mandatory Disclosure - MBA

University, Jaipur in collaboration with St. Cloud State University, USA on 2-4 February 2018.

**Invited Speeches and
Invitations as Resource
Person for FDPs/
Workshops/ Seminars
Editorial Appointments/
Reviewer**

- 2016. Received Best Paper Award for the research paper titled 'Study of Credit Disbursement in the Small & Medium Enterprises: An Empirical Analysis', presented at the International Conference on 'Make in India Initiative: Role and Challenges for SMEs in the Global Perspective' jointly organized by Poornima School of Management and Poornima University, Jaipur in collaboration with Hanyang University, South Korea and JK Lakshmi Pat University, Jaipur on 19-20 February, 2016. The award was given by Padmabhushan Dr. D.R. Mehta.
- As a Resource Person in 2017 for Ph.D course work on the topic 'Pre requisites of a good fit Regression Model' on 12 August 2017 in Indus International University, Una, Himachal Pradesh.
- 1. Member of Editorial Board, Oorja, ISIM.
- 2. Reviewer of Business Perspectives and Research, Sage Publications.
- 3. Reviewer of Journal of Financial Economic Policy, Emerald Publications.

**Conference Committee
Memberships**

--

**Academic Committee
Memberships**

Member, BOS, The IIS University.

Paper setter for Rajasthan University.

Paper setter for RTU, Kota.

External examiner for Poornima University.

Paper-Setter, External Examiner for The IIS University.



Faculty Profile

Name of Teaching Staff	DR. GARGI SHARMA
Designation	Associate Professor
Department	Management
AICTE ID	1-2109264090
Date of Birth	1/27/1982
Date of Joining the Institution	01.10.2013
Academic Qualifications	PhD "A study of significant issues of corporate Governance in selected public & private sector banks" from University of Rajasthan in the year 2009. PG MBA (Marketing, Finance), 2004 UG B. Com 2002 Any Other NET in Management stream, June 2005
Total Experience in Years	Teaching: 17 Years Industry: 1 year
Research Areas/ Areas of Interest	Strategic Management, Marketing Management
Significant Publications:	
Books	NA
Units/ Chapters Authored	NA
Papers in Journals	International: No: 08 Details: <ul style="list-style-type: none">• Sharma, H., Sharma, G. (2020). A Study of Corporate Social Responsibility (CSR) and Consumer Behaviour with special reference to ITC. Journal of Xi'an University of Architecture & Technology (JXAT) 12 (12). (Acceptance received)• Akar, A., & Sharma, G. (2018). Talent Management Strategies in Banking Sector of India. International Journal of Technical Research & Science, 2(12), 783- 796.

Mandatory Disclosure - MBA

Akar, A., & Sharma, G. (2018). An Empirical Study on Different factors of Talent Management Practices influencing the Employees Satisfaction in Banking Sector. *Sumedha Journal of Management*, 7(4), 77-85.

- Sisodiya, P., & Sharma, G. (2018). Impact of Demographic Variables on Consumer Buying Behaviour. *International Research Journal of Management Science & Technology*, 9(4), 403-410.
- Sisodiya, P., & Sharma, G. (2018). Digital marketing: Technology and Impact on Business and Management. *Journal of Emerging Technologies and Innovative Research (JETIR)*, 5(12), 714-720.
- Sisodiya, P., & Sharma, G. (2018). The Impact of Marketing Mix Model/Elements On Consumer Buying Behaviour: A Study of FMCG Products In Jaipur City. *International Journal of Technical Research & Science*, 3(1), 29-33.
- Bisawa Tripti and Sharma Gargi (2015). A study of Factors Making India a leading Destination of Medical Tourism and the Key Emerging Issues. *Panacea International Research Journal*, 2(3/4), 6-15. Volume 2, No. 3-4, Jan-March & April – June 2015, ISSN 2347 – 369X, Journal Impact factor - 0.667
- Sharma Gargi (2016). E-Commerce: The Changing Dynamics of Indian Business Environment, *International Journal of Management, IT & Engineering*, 6(9), 146-156. September 2016, ISSN: 2249-0558 Impact Factor: 6.269.

National: NA

No:

Details:

Papers Presented in Conferences

International: Ninth AIMS International conference on Management, January 1-4 2012

No: 01

Details: (Paper in absentia) MBA losing its sheen: Interplay of various macro - environmental factors

National

No:

Details:

Cases Published

NA

Newspapers/ Magazine Articles

NA

PhD Guide

Field: Management - University: Rajasthan Technical University

Field & University

Field: Management - University: The IIS University

PhD Guided/ Under Guidance

Completed: 02

Under Process: 03

Professional Memberships

-

Mandatory Disclosure - MBA

FDPs/Workshops attended

- 5 day FDP on Basics of Research & Multivariate Data Analysis from 22-26, February, 2021 organised by Jaipuria Institute of Management, Jaipur.
- Online Refresher Course for the discipline "Economics" under ARPIT 2019, Ministry of Human Resource Development (MHRD), offered by The National Resource Centre, Shri Ram College of Commerce
- Swayam online Course, Introduction to Managerial Economics, IIM Bangalore 2019
- 4-Week Induction/Orientation Programme for "Faculty in Universities/Colleges/Institutes of Higher Education" from September 01- September 30, 2020, under the aegis of Ministry of Human Resource Development Pandit Madan Mohan Malaviya National Mission on Teachers And Teaching, organized by Ramanujan College University of Delhi
- Online FDP on "Dynamics of Strategy" from 2020-9-21 to 2020-9-25 at Entrepreneurship Development Institute of India, organized by AICTE Training And Learning (ATAL) Academy.
- Faculty Development Programme (Online) on Aatmnirbhar Bharat: Encouraging Enterprise in Rural Communities and Remote Regions held from 04/08/2020 to 06/08/2020 organized by "Swami Keshvanand Institute of Technology, Management & Gramothan, Jagatpura, Jaipur.
- Online Certificate Course Cum Workshop of 32 hours on "Learner Centric Content Design Tools" organized by Deen Dayal Upadhyay Kaushal Kendra, Sanatan Dharma College, Ambala Cantt from 26th August 2020 to 09th September 2020.
- Essentials of Entrepreneurship: Thinking & Action an online non-credit course authorized by University of California, Irvine and offered through Coursera.
- 2-Week Faculty Development Programme on "Innovations in Management Education and Research" August 17 - August 30, 2020, Teaching Learning Centre, Ramanujan College, University of Delhi
- One Week Faculty Development Program jointly organized by Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi
- Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing and more, an online non-credit course authorized by IE Business School and offered through Coursera
- Innovation for Entrepreneurs: From Idea to Marketplace an online non-credit course authorized by University of Maryland, College Park and offered through Coursera
- Strategic Management an online non-credit course authorized by Copenhagen Business School and offered through Coursera

Mandatory Disclosure - MBA

	<ul style="list-style-type: none">• Strategic management for Teachers: Foundation Course organized at Indian Institute of Management, Bangalore, Dec 18 – December 23, 06• Management Teachers Programme organized on “New Product Development”, conducted by Indian Institute of Management, Bangalore, from October 23 to October 28, 2006• Management Teachers Programme on Innovation & Technology Strategy, MDI, Gurgaon, 19 March -, 24 March 2007• Management Teachers Programme on Merger and Acquisition, Restructuring and Alliances, Indian Institute of Management, Kolkata, May 01-May 06, 2007• Attended National Seminar on Management (NSM'12) Green Management for Business Competitiveness from February 17-18, 2012
Consultancies/ Research Projects Undertaken	-
MDPs Undertaken	-
Awards and Recognitions	-
Invited Speeches and Invitations as Resource Person for FDPs/ Workshops/ Seminars	<ul style="list-style-type: none">• Resource person Indian Institute of Health Management Research, Jaipur for the subject HRM – Labour Economics and Compensation System in Healthcare• External expert to evaluate Ph.D Progress of the candidates at Poornima University, Jaipur
Editorial Appointments/ Reviewer	-
Conference Committee Memberships	-
Academic Committee Memberships	-



Faculty Profile

Name of Teaching Staff	DIVYA MEHTA
Designation	Senior Assistant Professor
Department	Management
AICTE ID	1-2187176423
Date of Birth	6/17/1979
Date of Joining the Institution	1-Jul-13
Academic Qualifications	Ph.D. PG – MBA (Marketing, HR) from IIIM College, Jaipur in 2001. UG – B. Sc. (Home Science Hons) from ICG, Jaipur in 1999. Any Other
Total Experience in Years	Teaching: 8 Years Industry: 12 Years
Research Areas/ Areas of Interest	Marketing Management, General Management, Human Resource Management (Training), Business Communication
Significant Publications:	
Books	Book on "Business Communication Lab", Pinkcity Publishers, May 2014. ISBN: 978-93-80522-74-6.
Units/ Chapters Authored	
Papers in Journals	International No: 4 Details: Research Papers <ul style="list-style-type: none">• Mehta, Divya (2015) "An empirical study of the dimensions of customer value co-creation behaviour", IJARIE, ISSN: 2395-4396.• Mehta, Divya, "Social Media to Social Marketing", IJMER,ISSN: 2277-7881.• Mehta, Divya, "To identify reasons behind the low revenue generating cell sites for Bharti Airtel Ltd. in Rajasthan", IJMER, ISSN: 2277-7881.• Mehta,Divya, "Research paper published on "Mobile Number Portability: Win-Win for Indian Customers and Mobile Operators", Researchjournali.com, ISSN: 2347-8217. National: 02 <ul style="list-style-type: none">• Mehta Divya & Singhal Shuchi. (2015). Book Review- "Decide To Lead", authored by Sangeeth Varghese, AIMA e-journal of Management & Research, ISSN: 0974-9497, Vol.9 /Issue-3/4.• Singhal Shuchi & Mehta Divya. (2015). Book Review- "Mobile Communications: An Introduction to New Media", authored by Nicola Green and Leslie Haddon, MAIMT- Journal of IT & Management, ISSN: 0974 – 066X.

Mandatory Disclosure - MBA

Papers Presented in Conferences

International

No:

Details:

National

No:

Details:

Cases Published

-

Newspapers/ Magazine Articles

- Published online article for Jagranjunction.com titled "Aur bhagwan keh uthenge Tathastu!" on July 01, 2015.

PhD Guide

Field

University

Field & University

PhD Guided/ Under Guidance

Completed:

Under Process: One

Professional Memberships

-

Consultancies/ Research Projects Undertaken

-

MDPs Undertaken

- Training program conducted on "Self Development for global managers" for the company "Kinu Baba Gems & Jewellery Pvt. Ltd." for 20 people from middle management in the year 2013-14.
- Workshop conducted on "Effective Communication for Managerial Success" for the company "Sunny Developers" for 47 Sales Executives in the year 2013-14.
- Training program conducted on "Market Information and Determining its Value" for the company "Kinu Baba Gems & Jewellery Pvt. Ltd." for 25 people from middle management in the year 2012-13.
- Training program conducted on "Self Development for global managers" for the company "Kinu Baba Gems & Jewellery Pvt. Ltd." for 20 people from middle management in the year 2011-12.
- Workshop conducted on "Effective Communication for Managerial Success" for the company "Sunny Developers" for 30 Sales Executives in the year 2011-12.
- Workshop conducted on "Effectiveness of Negotiation Skills" for the company "Kinu Baba Gems Pvt. Ltd." for 15 people from middle management in the year 2010-11.
- Training program conducted on "Negotiating to win win" for the company "Sunny Developers" for 30 Sales Executives in the year 2010-11.

FDPs/Workshops attended

- Attended the "Preparation Centre Co-ordinators' Workshop focusing on "Investigating professional practice, Exploring teachers metaphors and Learning styles – Multiple intelligences" in August, 2014 at New Delhi with Cambridge English Language Assessment.

Awards and Recognitions

Invited Speeches and Invitations as Resource Person for FDPs/

-

Mandatory Disclosure - MBA

Workshops/ Seminars
**Editorial Appointments/
Reviewer** -
**Conference Committee
Memberships** -
**Academic Committee
Memberships** -



Faculty Profile

Name of Teaching Staff	MS. OSHEEN MODI
Designation	Assistant Professor
Department	Management
AICTE ID	1-7352094308
Date of Birth	12/9/1992
Date of Joining the Institution	25 th April ,2019
Academic Qualifications	PhD Pursuing from IIS (Deemed to be University) University PG - M.B.A. from ICG College IIS (Deemed to be University) UG - B.Com . from Kanoria PG Mahila Mahavidhyala , University of Rajasthan Any Other - UGC-NET (2017) , Company Secretary (ICSI) 2014
Total Experience in Years	Teaching: Overall experience of 5 years and 7 months(including 3 years of visiting and 2 year 7 months as full time faculty) Industry:
Research Areas/ Areas of Interest	Stock Markets, Business Laws , Financial Management and Accounting , Economics
Significant Publications:	
Books	-
Units/ Chapters Authored	-
Papers in Journals	-
Papers Presented in Conferences	International No: 0 National : No: 01 Details: <ul style="list-style-type: none">• Paper on "Stock Market Interlinkages" in National Conference on "Strengthening Indian Economy and Business: Challenges Initiatives and Strategies" at The IIS University, Jaipur in October 2018.
Cases Published	-
Newspapers/ Magazine Articles	-
Certificate Courses	<ul style="list-style-type: none">• MOOC Course Completed Module 7 " Creative Problem Solving , Innovation & Meaningful Research& Development" of AICTE Technical Teachers Training Exam , March 2021
FDP's and Workshops attended	<ul style="list-style-type: none">• Attended National Workshop on Basic Applied Econometrics organized by Faculty of Arts and Social Science of The IIS University 26-30 December 2018.• National Workshop on Research and Publication organized by Navbaharat Memorial Foundation and Apex Institute of

Mandatory Disclosure - MBA

Management and Science on 15 October 2018

- Faculty Development Program 2017 (sponsored by AICTE) on Advanced Research Methods and Innovative Teaching Techniques organized by Faculty of Management Studies, Institute of rural Management, Jaipur
- 3 days National Faculty Development Programme on " Case Writing and Teaching" organized by Vivekanand Global University from 26th June -28th June 2020
- One Week Faculty Development Programme on Search Research and Publishing Ethics: Enhancing Visibility & Quality of Research Output, organized by IMS ,Ghaziabad from July 13 , 2020 to July 17, 2020
- 3 days online Faculty Development Programme on Analysis of Time Series Data using E-Views organized by Department of Management, IMS Engineering College , Ghaziabad from July 30,2020 to August 1, 2020
- 5 Days Hands on Workshop on Financial Analysis Using R-Studio organized by Association of Indian Management School from September 11, 2020 to September 15, 2020
- AICTE Sponsored Short Term Training Program on Advance Financial Statement Analysis , organized by SCMS Cochin School of Business , Kerala , from September 7,2020 to September 12th ,2020.
- AICTE Sponsored Online FDP Programme on "Business Data Analytics using R Software" organized by Tripura University from September 22,2020 to September 26 ,2020
- AICTE Sponsored Two Weeks online Faculty Development Programme on "Deflate Financial Derivatives" Batch -1 from November 16th 2020 to November 28th 2021
- One Week Workshop on "Econometrics" organized by Prestige Institute of Management & Research, Indore from January 11,2021 to January 15,2021
- Online Faculty Development Programme on" Basics of Research & Multivariate Data Analysis" organized by Jaipuria Institute of Management, Jaipur from February 22nd 2021 - February 26th 2021.
- Two Weeks Interdisciplinary Refresher Course/Faculty Development Programme on " Advance Research Methodology Tools & Techniques organized by Ramanujan College, University of Delhi from January 30th 2021 to February 14th 2021.

PhD Guide

Field & University

PhD Guided/ Under Guidance

Field - University –

Guide –

Completed:-

Under Process: -

Professional Memberships

- Qualified Company Secretary and Member of ICSI (Institute of Company Secretaries of India)

Awards and Recognitions

- Won the award for best paper presentation for Paper Titled Interlinkages of Stock Markets: A study of Linkage of Indian Stock Market with Major Stock markets of the World. Presented at National Conference on Strengthening Indian

Mandatory Disclosure - MBA

Economy and Business: Challenges Initiatives and Strategies organized by The IIS University.

**Invited Speeches and
Invitations as Resource
Person for FDPs/
Workshops/ Seminars**

- Students Research Project : ("Examination of Cause and Effect Relationship Between Foreign Institutional Investment and Stock Market Returns ; A Study of Indian Stock Market ") under supervision of Dr Roopam Kothari in The Department of Management at The IIS University .
- Resource Person : "Online 15 days Interdisciplinary Refresher Course/Faculty Development Programme" Organized by Center for Research, Innovation and Training(CRIT) , IIS (Deemed to be University), March 2021

**Editorial Appointments/
Reviewer**

-

**Conference Committee
Memberships**

-

**Academic Committee
Memberships**

-