

# CURRICULUM VITAE

## PERSONAL PROFILE

Name **Dr. Samridhi**  
Date of Birth June 26, 1984  
Address Durga Palace, Hansi Road, Bhiwani, Haryana, 127021  
E-mail: samridhi.management@igu.ac.in  
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## QUALIFICATIONS SUMMARY

- **Ph.D.** from Maharshi Dayanand University, Rohtak on “**The Impact of Service Quality on Customer Loyalty: A Study in Organised Retail Sector**”, 2009-2011
- **Master of Business Administration** with First Division (77%)  
Maharshi Dayanand University, Rohtak in 2007
- **Bachelor of Commerce** with First Division (68%)  
Maharshi Dayanand University, Rohtak in 2005
- **12<sup>th</sup>** from Halwasiya Vidya Vihar, Bhiwani (CBSE) with 80% marks
- **10<sup>th</sup>** from Halwasiya Vidya Vihar, Bhiwani (CBSE) with 78% marks

## PROFESSIONAL EXPERIENCE

- **Associate Professor:** From June 2021 – Till date, Indira Gandhi University, Meerpur, Rewari
- **Assistant Professor:** From September 2007 – June 2021, The Technological Institute of Textile & Sciences, Bhiwani

## RESEARCH EXPERIENCE

- **Ph.D. awarded:** 01, Maharshi Dayanand University, Rohtak (Service Quality of Private Life Insurance Companies and its Impact on Customer Loyalty)

- **Ph.D. in process:** 03, Maharshi Dayanand University, Rohtak
- **Supervised more than 500** MBA projects based on industrial problem

### **MAJOR RESEARCH PROJECTS**

- Worked as Co-Investigator on UGC major research project titled “**Service Quality Measurements of Engineering Institutes in North India**”

### **VISITING FACULTY**

- Visiting Faculty at **National Institute of Technology, Kurukshetra** for Session September-December, 2013
- Visiting Faculty at **Department of Management Studies, Chaudhary Bansi Lal University**, Bhiwani for Session September-December, 2017
- Visiting Faculty at **Institute of Management Studies And Research, Maharshi Dayanand University**, Rohtak for Session January-July, 2020

### **GUEST FACULTY**

- Guest Faculty at **Chaudhary Bansi Lal University**, Bhiwani on “Data Analysis and SPSS”
- Guest Faculty at **Agri-Business Incubation Centre, CCS Haryana Agricultural University**, Hisar, Haryana (March 1, 2020)
- Guest Faculty at **N. C. College of Engineering**, Panipat (16 December, 2016)
- Guest Faculty at **Department of Management Studies, Savera Group of Institutions**, Gurgaon

### **RESEARCH PAPER REVIEWER**

- Reviewer, **FIIB Business Review**
- Reviewer, **Journal of International Business Education**
- Reviewer, **Open Access Journals**

## **PAPERS PUBLISHED IN JOURNALS**

- **“Transformation of Education System and COVID-19”**, New Horizons (UGC Care), Vol. XVIII, 2021, ISSN: 2277 – 5218, pp. 202-210
- **“Antecedents and consequents of ‘Trust’ in E-Retailing: A Review”**, International Journal of Creative Research Thoughts”, (Peer reviewed and Refereed, Impact Factor = 7.97), Vol. 09, No. II, February 2021, pp. 4392-4395, ISSN : 2320-2882
- **“Changes in Consumer Buying Behaviour after Pandemic COVID-19: Are they permanent?”**, Kaav International Journal of Arts, Humanities and Social Science, Vol. VIII No. I, 2021, ISSN: 2348 – 4349, pp. 18-20 (Impact Factor: 8.0121)
- **“Assessing Service Quality: A Re-Examination of EduQUAL**, Sambodhi (UGC Care), Vol. 43, No. 3, (July-September) 2020, ISSN: 2249-6661, pp. 517-522 (UGC Care)
- **“Curriculum Development: An Important Pillar of Education System”**, National Journal of Arts, Commerce & Scientific Research Review, Vol. VII No. II, 2020, ISSN: 2394 – 4870, pp. 18-23 (Impact Factor: 6.0877)
- **“Socialism and COVID-19”**, Journal of Management Studies and Academic Research, Issue VI, March 2021, ISSN: 2455-4960, pp. 81-86
- **“A Study on Trends and flows of Foreign Direct Investment in India”**, International Journal of Creative Research Thoughts”, (Peer reviewed and Refereed, Impact Factor = 7.97), Vol. 09, No. II, February 2021, pp. 3110-3119, ISSN : 2320-2882
- **“COVID-19 and Changing Retail Dynamics in India: An Exploratory Study”**, Kaav International Journal of Economics, Commerce & Business Management, Vol. 8, No. 1, January- March 2021, pp. 13-16 (Impact Factor= 8.9901 ) ISSN: 2348-4969
- **“The Effect of Service Quality on Customer Loyalty: A Review Study”**, Global Journal of Research in Management (Listed in Cabell’s Directory of Publishing Opportunities, USA), Vol. 10, No. II, December 2020, ISSN: 2319-8915, pp. 36-52
- **“Women, Marriage and Society: A Reference to Simon de Beauvoir’s, ‘The Second Sex’**, Journal of Interdisciplinary Cycle Research, (Approved UGC Care), Vol. XII, Issue XI, November 2020, ISSN: 0022-1945, pp. 491-499
- **“Indian Media and Islamophobia amid COVID-19 Pandemic**, Shodh Sanchar Bulletin (Approved UGC Care), Vol. X, Issue 39, July-September 2020, ISSN: 2229-3620, pp. 198-203

- **“The Impact of China’s Gift (COVID-19) on the Social Life of Individuals: With Special Reference to India**, Vichar Manthan (A Peer Reviewed Journal), Vol. VIII, No. III Issue 24, August 2020, ISSN: 2347-9639, pp. 102-108
- **“Green Marketing: Go Green”**, Asian Journal of Multidimensional Research, Vol. VIII, No. V (Impact Factor: SJIF = 6.053), May 2019, ISSN: 2278-4853, pp. 163-170
- **“Measuring Customers Perception in the Telecom Industry: An Indian Perspective”**, Asian Journal of Multidimensional Research, Vol. VII, No. XI (Impact Factor: SJIF = 5.443), November 2018, ISSN 2278-4853, pp. 274-285
- **“Quality of Services in Life Insurance Sector: A Comparative Study of Perceptions and Expectations of Policy Holders”**, Asian Journal of Multidimensional Research, Vol, VII, No. X (Impact Factor: SJIF = 5.443), October 2018, ISSN: 2278-4853, pp. 81-87
- **“A Study of Service Quality Determinants in Life Insurance Sector”**, RESEARCH REVIEW International Journal of Multidisciplinary, Vol. III, No. IX (Impact Factor: SJIF = 4.184), September 2018, ISSN: 2455-3085, pp. 622-626
- **“Customers Perception towards marketing strategies adopted by Indian Telecom Companies”**, TRANS Asian Journal of Marketing Management Research, Vol. 7, No. VII, July 2018, (Impact Factor: SJIF 2017 = 5.943), pp. 4-16, ISSN: 2279-0667
- **“Service Quality Factors Stimulating Customer Satisfaction in E-banking”**, International Journal of Advances in Arts, Sciences and Engineering, Vol. VII, No. XIV (Impact Factor: PIF = ), July 2018, ISSN: 2320-6144, pp. 1-12
- **“Green Consumerism: The Need of the Hour”**, South Asian Journal of Marketing & Management Research, Vol. VII, No. VII (Impact Factor: SJIF = 4.748), February 2017, ISSN: 2249-877X, pp. 5-13
- **“Role of the Price Discrimination For Determining the Demand: A Special Reference For TV Advertisement Broadcasting Industry”**, South Asian Journal of Marketing & Management Research, Vol. VII, No. II (Impact Factor: SJIF = 4.748), January 2017, ISSN: 2249-877X, pp. 35-42
- **“Preliminary Statistical Analysis of Steel Industry”**, Shiv Shakti International Journal in Multidisciplinary and Academic Research, Vol. V, No. VI, 2016, ISSN: 2278-5973 (Impact Factor = 3.133)
- **“The Impact of Service Quality on Customer Satisfaction: A Comprehensive Approach Using Discriminant Analysis”**, Advances in Management, Edited Book by FIIB, New Delhi, December 2016, ISBN: 978-93-86349-55-2

- **“Students Perception on Service Quality: The Case of Engineering Institutions”**, International Scholarly Research Journal For Interdisciplinary Studies, Vol. I (Impact Factor 4.889) February 2016, ISSN: 2319-4766, pp. 114-121
- **“Trends and Patterns of Foreign Direct Investment in India- An Overview”**, Advances in Economics and Business Management, Vol. II, No. XIV, October-December 2015, e-ISSN: 2394-1553
- **“Customer Perception on Retail Service Quality: The Case of Food and Grocery Retailing”**, FIIB Business Review, Vol. IV, No. III, October-March 2015 (Peer Reviewed Journal) ISSN: 2319-7145
- **“Determining the Relative Importance of Critical Factors in Delivering Retail Service Quality: A Lesson for Indian Retailers”**, Apeejay Journal of Management and Technology, Vol. X, No. I, January 2015 (Bi-Annual Referred Journal, Listed in Cabell’s Management Directory, USA) ISSN: 0974-3294
- **“Measuring Retail Service Quality, Customer Satisfaction, and Behavioural Intentions in Organised Retail Sector”**, DIAS Technology Review- The International Journal of Business & IT, Vol. IX, No. II, October-March 2013 (Refereed Journal) ISSN: 0972-9658
- **“Prioritizing Service Retail Attributes: A Study of Indian Apparel Retail Stores”**, Journal of Marketing and Communication, Vol. IX, No. II, Sept-Dec 2013 (Listed in International Cabell’s Periodical Directory as a peer reviewed journal) ISSN: 0973-2330
- **“Customers’ Evaluation of Service Quality – A Study of Retail Apparel Stores in India”**, Apeejay Journal of Management and Technology, Vol. VIII, No. I, Jan 2013 (Bi-Annual Referred Journal, Listed in Cabell’s Management Directory, USA) ISSN: 0974-3294
- **“Dimensions of Service Quality in Apparel Retailing: A Case from National Capital Region”**, Vishwakarma Business Review, Vol. III, No. I, Jan 2013 (Bi-Annual Peer Reviewed Research Journal) ISSN: 2229-6514
- **“Customer’s Perception of Service Quality towards Banks”**, Sandesh-Mastnath Journal of Management, Vol. VII, No. 1-4, January- December 2013 (Refereed Journal) ISSN: 0975-6515
- **“Evaluating the Impact of Retail Service Quality on Behavioural Intentions - A Study of Organised Food Sector”**, Asia-Pacific Marketing Review, Vol. I, No. I, Jan- June 2012 (Bi-Annual Refereed Journal) ISSN: 2277-2057
- **“Smartening Indian Retail Sector with Radio Frequency Identification”**, Vels Management Journal, Vol. I, No. I, July, 2012, ISSN: 2250-1223

- **“Assessing the Gender Influence on Perception of Service Quality: A Study of Shop-in-Shop in India”**, International Journal of Marketing and Business Communication, Vol. I, No. II, April 2012, (Peer Reviewed Journal) ISSN: 2277-484X, pp. 21-27
- **“Retail Malls: New Mantra for Success”**, International Journal of Marketing and Management Research, e-journal, Vol. II, No. I, Jan 2011 (Peer Reviewed Refereed), ISSN: 2229-6883
- **“Indian Postal Services Amidst Competitive Times - A Study of Rohtak & Bhiwani Districts of Haryana”**, Amity Management Analyst, Vol. VI, No. I & II, Jan- June & July- Dec 2011(Bi-Annual Refereed Journal) ISSN: 0975-1440
- **“Sustainable Development through Green Retailing”**, Indian Retail Review, Special Issue, January 2011, ISSN: 0972-8678
- **“Venturing of Retail with Information and Communication Technology: An Indian Perspective”**, Journal of Marketing and Communication, NIILM, Vol. IV, No. II, Sept-Dec 2008 (Listed in International Cabell’s Periodical Directory as a peer reviewed journal) ISSN: 0973-2330

#### **PAPERS PUBLISHED IN EDITED BOOKS**

- **“Digital India: Transformation to Build New India”**, (Dr. Ashutosh Priya and Dr. Vivek Sharma), Roadmap to Atmnirbhar Bharat, 2021, ISBN: 978-81-949722-5-9, pp. 55-70 (Sohem Publications)
- **“Is COVID-19 Sparking Suicide?”**, The Reflections of Pandemic on Literature, Culture and Society, 2021, ISBN: 978-620-3-40958-1, Vol. 1, pp. 194-202
- **“Influence of Internet on Kids”**, Diamond English Essays, 2021, ISBN: 978-1-63781-915-9, pp. 98-99
- **“Timeless Management Lessons From Epic Ramayana”**, Indian Culture, 2020, ISBN: 978-81-947937-2-4, Vol. 1, pp. 98-108
- **“Incredible India: Tour of India”**, New Paradigms in Business Management Practices, 2020, ISBN: 979-8-576-29351-3, Vol. 1, pp. 192-202
- **“Biodiversity Loss: A Global Issue”**, Global Environmental Problems, 2020, ISBN: 978-93-89840-77-3, pp. 70-73
- **“Status of e-Governance in South Asian Countries: With Special Reference to India”**, Digitalization of Indian Economy: An Engine of Sustainable Growth, September 2020, ISBN: 978-81-938046-3-6, pp. 171-189

- **“Cultural Diversity, Humour and Harassment”**, Multidisciplinary Subjects for Research, 2020, ISBN: 978-1-71695-479-5, pp. 315-317
- **“Gandhian Philosophy for Education”**, Gandhian Thought, 2020, ISBN: 978-93-89840-59-9, pp. 31-41
- **“Green Politics: Women Roaring Against Nature Oppression”**, Green Marketing and Green Computing: Opportunity for Innovation and Sustainable Growth, 2020, ISBN: 978-93-88465-31-1, pp. 62- 71
- **“Transformation of HR: Natural Intelligence to Artificial Intelligence”**, Innovative Socio-Economic Trends in BFM, 2019, ISBN: 978-81-943432-0-2, pp. 199-207
- **“Changing dynamic of Recruitment into Talent Acquisition”**, Advances in Management and Technology, 2019, ISBN: 978-93-89714-89-0, pp. 32-41
- **“A Discriminant Analysis Approach for Linking Perceived Service Quality, Customer Satisfaction and Word of Mouth Communication”**, Business Management and Social Innovations, 2019, ISBN: 978-81-85495-28-6, pp. 435-451
- **“Current Dynamics of Engineering in India”**, Recent Trends in Decision Sciences and their implications for Business, 2019, ISBN:978-93-87922-50-4, pp. 238-244
- **“Linking Perceived Service Quality with Price Sensitivity: Using Multiple Regression Analysis”**, Advances in Business and Management, 2018, ISBN: 978-93-83662-62-3, pp. 174-190
- **“Service Quality, Customer Oriented Marketing and Customer Value”**, Responsible Marketing, Edited Book by Technia Institute of Advanced Studies, New Delhi, 2018, ISBN: 978-93-83334-69-8, pp. 349-354
- **“Importance of Servicescape in Service Quality”**, Management in the New Millennium, Edited Book by FIIB, New Delhi, 2018, ISBN: 978-93-87471-42-9, pp. 99-105
- **“Internet Marketing: Opportunity and Challenges in Special Reference to India”**, Innovation and Sustainable Development in Business Management”, Edited Book by Society of Technical and Management Professionals, December 2016, ISBN: 978-81-933172-5-9
- **“The Impact of Service Quality on Customer Satisfaction: A Comprehensive Approach Using Discriminant Analysis”**, Advances in Management, Edited Book by FIIB, New Delhi, December 2016, ISBN: 978-93-86349-55-2
- **“Social Media: Analysing its Impact on Student’s Life”**, Innovative Practices in Information Technology and Operations Management, Edited Book by Apeejay School of Management, New Delhi, May 2016, ISBN: 978-93-84935-98-6

- **“Excellent Service Quality: Retailer’s Strategy for Arousing Customer’s Repurchase Intentions”**, Strategies for Business Excellence, Edited Book by University Business School, Kurukshetra University, 2015, ISBN: 978-93-84224-28-8
- **“An Investigation of the Relationship among Service Quality, Repurchase and Recommendation Intentions in Organised Retail Sector”**, Advances in Management For Business Excellence, Edited Book by NIT Kurukshetra, 2015, ISBN: 978-93-84370-32-9
- **“Foreign Direct Investment in Indian Retail Sector”**, Recent Researches in Changing Landscape of Indian Financial Sector, Edited Volume, 2014, ISBN: 978-93-82068-26-6
- **“Life Skills Education For Sustainable Development And Empowerment”**, Developmental Prospects of Life Skills, Edited Book by Government College For Girls, Edited Volume, 2014, ISBN: 978-93-82068-24-2
- **“Women Entrepreneurs – Transforming and Reshaping Leadership”**, Strategic Transformation in Globalised Era, Edited Book by TIT&S, Bhiwani, 2012, ISBN: 8190402544

#### **PAPERS PRESENTED AT CONFERENCES/ SEMINARS**

- **Rural Entrepreneurship in India: Challenges and Opportunities in the Path of Economic Development**, International Conference on Contemporary Issues in Business Management and Economics (ICCIBME-2021), Panipat Institute of Engineering and Technology, Haryana (May 28-29, 2021)
- **Impact of COVID-19 on Indian Financial Sector**, International Virtual Conference on Impact of COVID-19 on Financial Sector, PSGR Krishnammal College for Women, Coimbatore, Tamil Nadu (May 12, 2021)
- **Impact of COVID-19 on MSMEs**, International Virtual Conference on Impact of COVID-19 on Financial Sector, PSGR Krishnammal College for Women, Coimbatore, Tamil Nadu (May 12, 2021)
- **New definition of Workplace**, International Conference on Emerging Trends in Commerce and Management, SASMIRA’s Institute of Commerce & Science, Mumbai, Maharashtra (April 28, 2021)
- **Impact of Working Hours On Work Life Balance And Satisfaction of Employees**, International Conference on Emerging Trends in Commerce and Management, SASMIRA’s Institute of Commerce & Science, Mumbai, Maharashtra (April 28, 2021)



- **Impact of COVID-19 on Supply-Chain Management**, 3rd International Virtual Conference on The Ecology of New Economy Post Covid-19, Chandigarh Group of Colleges, Mohali (April 23- 24, 2021)
- **Entrepreneurship: An Integrated View**, National E-Conference on CSR Impetus: Rural Development and Sustainable Growth, Nandha College of Technology, Tamil Nadu (December 3, 2020)
- **Rural Entrepreneurship: An Integrated View**, National E-Conference on CSR Impetus: Rural Development and Sustainable Growth, Nandha College of Technology, Tamil Nadu (December 3, 2020)
- **Rural Development and Sustainable Growth**, National E-Conference on CSR Impetus: Rural Development and Sustainable Growth, Nandha College of Technology, Tamil Nadu (December 3, 2020)
- **Assessing the Applicability of EduQUAL: With Special Reference to Self-Financing Institutes**, 2nd International Conference on Emerging Issues on Contemporary Business Practices in the Era of Intelligence (EICBI), Shri Ram Murti Smarak College of Engineering and Technology, Uttar Pradesh (November 28, 2020)
- **COVID-19 and Changing Fitness Paradigms: Is there any ‘New Normal’**, International Virtual Conference on Interdisciplinary Dialogues in the World of Pandemic: Conflicts and Opportunities, Glocal Law School, Glocal University, Saharanpur, Uttar Pradesh (November 25-26, 2020)
- **Rural Finance: A Hope of Survival for Farmers**, International E-Conference on Innovation in Rural Empowerment, Social Dynamics & Welfare in India, Nandha College of Technology, Tamil Nadu (September 15, 2020)
- **Biomedical Waste and its Management during COVID-19 Pandemic: A Brief Study in Indian Context**, International Conference (Online) on Geopolitics in Post COVID Era: Emerging Dimensions and Dynamics, UGC-HRDC, Osmania University, Hyderabad, Telangana (September 11- September 12, 2020)
- **Impact of COVID-19 on Social Life**, International E-Conference on Pandemic to Pandemonium: Political, Economic and Social Repercussions of COVID-19, Pandit Jawaharlal Nehru Mahavidyalaya, Aurangabad, Maharashtra (August 30- August 31, 2020)
- **Socialism and COVID-19**, International E-Conference on Tackling Opportunities and Vulnerabilities during the Pandemic- Techno and Human Approaches, SDM College of

Business Management Post Graduate Centre for Management Studies and Research, Mangaluru  
(August 27- August 28, 2020)

- **Resemblance between Successful Entrepreneurs and Notorious Criminals: Productive, Unproductive and Destructive**, International Conference on Innovations for New Normal, Government Degree College, Parkal, Telangana (August 23- August 25, 2020)
- **Indian Media and Islamophobia Amid COVID-19 Pandemic**, International E-Conference on Transformation in the New Normal-Life and Business Opportunities and Strategies for the Post-Covid World, SASMIRA's Institute of Commerce and Science , Mumbai, Maharashtra (August 08, 2020)
- **Impact of COVID-19 on the Psychological Health of Health Care Workers**, International Web Conference on Pandemic Effect and Global Economy: Unseen Challenges & Opportunities-Post COVID-19 Diagnosis, Amity School of Business, Amity University, Patna, Bihar (July 31-August 01, 2020)
- **Corporate Governance: Issues and Economic Efficiency**, International Conference on An Indian Issue: Building A Self Reliant India-Role of Media, Amity University, Patna, Bihar (24-25 July, 2020)
- **Role of Media in Strengthening Corporate Social Responsibility**, International Conference on An Indian Issue: Building A Self Reliant India-Role of Media, Amity University, Patna, Bihar (24-25 July, 2020)
- **A Study of GST: Special Reference to Service Market**, National Seminar on Goods and Services Tax: Emerging Issues and Challenges, Gaur Brahman Degree College, Rohtak, Haryana (29 February, 2020)
- **Corporate Social Responsibility: A cover-up for Irresponsible Business**, Corporate Social Responsibility (CSR) and Sustainable Development, Banwari Lal Jindal Suiwala College, Tosham, Haryana (20 February, 2020)
- **Green Politics: Women Roaring Against Nature Oppression**, Green Marketing and Green Computing: Opportunity for Innovation and Sustainable Growth, Chanderprabhu Jain College of Higher Studies and School of Law, Delhi (19-20 February, 2020)
- **Resemblance between successful entrepreneurs and notorious criminals: The Dark side of Entrepreneurship**, Spectrum of Opportunities in 2020-Legal and Management Era, K R Manglam University, Gurugram (6-7 February, 2020)

- **What motivates faculty to retain in a self-financing higher educational institute? Faculty and directors give different answers**, Sixth biennial conference of the Indian Academy of Management, INDAM2020, IIM, Tiruchirappalli (02 -04 January, 2020)
- **Changing dynamic of Recruitment into Talent Acquisition**, International Conference on Advances in Management, through Research, Innovation and Technology, Fortune Institute of International Business, New Delhi (17-18 December, 2019)
- **Innovation in Teaching-Learning Process: Concept and Impact**, National Seminar on Interdisciplinary Perspectives on Teaching and Learning, B.P.S. Institute of Teacher Training and Research, B.P.S.M. Vishwavidyalaya, Khanpur Kalan (03 May, 2019)
- **A Discriminant Analysis Approach for Linking Perceived Service Quality, Customer Satisfaction and Word of Mouth Communication**, International Conference on Business Management and Social Innovations, C.B.L. University, Bhiwani (29 -30 March, 2019)
- **Innovation: A Tool of Marketing**, National Conference on Emerging Trends in Management Education, IMSAR, M.D. University, Rohtak (26 March, 2019)
- **Faculty Retention: A Challenge to Self-Financing Higher Educational Institutes in India**, International Conference of Aston India Centre for Applied Research, Aston University, Birmingham, United Kingdom (31 August- 1 September, 2018)
- **Delivering Service Quality in Education for Promoting Sustainable Development**, National Conference on Global Economic Development and Environmental Issues, School of Management, DME, Noida (3 February, 2018)
- **Service Quality, Customer Oriented Marketing and Customer Value**, 29<sup>th</sup> National Conference on Responsible Marketing: Issues & Challenges, Technia Institute of Advanced Studies, Delhi (3 February, 2018)
- **Importance of Servicescape in Service Quality**, International Management Conference on Inclusive Growth, Good Governance, Globalization and Green Future, Fortune Institute of International Business, New Delhi (19-20 December, 2017)
- **Role of Service Quality in Education and Sustainable Development**, International Conference on Role of Digitalization in Sustainable Development: A Global Perspective, M. D. University, Rohtak (16-17 September, 2017)
- **Digitalization of India: Need of the Hour**, National Conference on Digital India: Prospects and Challenges, IMSAR, M.D. University, Rohtak(28 March, 2017)
- **Demonetisation and Service Sector**, National Seminar on Impact of Currency Demonetization on Various Fields, Vaish College, Bhiwani(25 March, 2017)

- **Pattern and Inflows of Foreign Direct Investment in India**, National Conference on Happening Haryana & its Role in Economic Growth, Vaish Arya Kanya Mahavidyalaya, Bahadurgarh (22March, 2017)
- **E-Banking Functionality and Outcomes of Customer Satisfaction: An Empirical Investigation**, National Conference on Emerging Issues in the Financial Sector in India, IMSAR, M.D. University, Rohtak (08 February, 2017)
- **Social Entrepreneurship: An Emerging Trend In India**, National Conference on Emerging Trends in Management Practices, School of Management, DME, Noida (24 January, 2017)
- **Internet Marketing: Opportunity and Challenges in Special Reference to India**, XIV International Conference on Business Management and Behavioural Sciences, Society of Technical and Management Professionals, Haridwar (24-25 December, 2016)
- **The Impact of Service Quality on Customer Satisfaction: A Comprehensive Approach Using Discriminant Analysis**, 2<sup>nd</sup> International Conference on Innovation and Sustainable Development in Global Economy, Fortune Institute of International Business, New Delhi (20-21 December, 2016)
- **Innovation and Service Quality: An Excellent tool for Retailer's**, 2<sup>nd</sup> International Conference on Competency Building for Excellence, Innovation and Sustainability, Lingaya's Lalita Devi Institute of Management and Sciences, New Delhi (September 23-24, 2016)
- **Social Media: Analysing its Impact on Student's Life**, 2<sup>nd</sup> Conference on Innovative Practices in Information Technology and Operations Management, Apeejay School of Management, New Delhi (May 06, 2016)
- **Women Entrepreneur in Organised Retail**, National Seminar on Corporate Sector in India: Socio Legal Issues and Challenges, University Institute of Law and Management Studies, Gurgaon (April 27, 2016)
- **Next Generation Retailing: An Innovative Move of Retailers**, Conference on Indian Retail: Will it Strive or Thrive, Ambedkar University, Delhi (February 26-27, 2016)
- **Students Perception on Service Quality: The Case of Engineering Institutions**, International Conference on Scaling New Heights & Horizon in Higher Education, Thakur College of Science and Commerce, Mumbai (February 18, 2016)
- **Role of Women Entrepreneurship in Rural Industrialization**, National Conference on Rural Transformation in India: Challenges, Opportunities and Strategies, M.D. University, Rohtak(October 17, 2015)

- **Investment Opportunities in Service Sector of ‘Make in India’**, National Conference on Make in India- Opportunities and Challenges, M.D. University, Rohtak(April 25, 2015)
- **The pros and cons of Foreign Direct Investment in India: With special reference to Retail**, National Seminar on India’s Economic Health-Major Issues,Amity University, Noida(April 09, 2015)
- **Social Entrepreneurs: Challenges and Opportunities**, Technology, Innovation and Entrepreneurship, Department of Management Studies, Deenbandhu Chhotu Ram University of Science & Technology, Murthal (March 17, 2015)
- **Sexual Harassment: A Shameful Case of Gender Inequality**,National Seminar on Women Empowerment and Inclusive Growth, The IIS University, Jaipur (March 13-14, 2015)
- **An Investigation of the Relationship among Service Quality, Repurchase and Recommendation Intentions in Organised Retail Sector**,Advances in Management For Business Excellence, Department of Business Administration, NIT, Kurukshetra (February 27-28, 2015)
- **Trends of E-Ticketing in Buying Railway Tickets in National Capital Region**, Emerging Trends in Management, Institute of Management Studies and Research, M.D. University, Rohtak (February 28, 2014)
- **Validating a Service Quality Instrument in Cellular Mobile Telephony**, International Conference on Research in Marketing, IIT Delhi, XLRI, Curtin University (December 21-22, 2013)
- **Role of Information Communication Technology in Indian Retail Sector**, International Conference on Advanced Information Communication Technology in Engineering, TIT&S, Bhiwani (November 22-23, 2013)
- **Service Quality in Indian Organised Retail Sector**, Global Competitiveness: Paradigm Shift in Management, Engineering and Sciences, Savera Group of Institutions, Gurgaon (April 27, 2013)
- **Opportunities and Challenges in Indian Derivate Market**, Emerging Issues in Derivative Markets in India, Institute of Management Studies and Research, M.D. University, Rohtak (December 15, 2012)
- **Activity Based Learning in Commerce Education**, 64<sup>th</sup> All India Commerce Conference, Pondicherry University (December 13-15, 2011)
- **Challenges to Organised Retail**, Global Recession & Challenges to India, LLDIMS (March 11-12, 2011)

- **Women Entrepreneurs: Reshaping and Transforming Leadership**, Strategic Transformation in Globalised Era, TIT&S, Bhiwani (February 26, 2011)
- **Impact of Globalisation in Retailing**, Liberalisation, Privatisation and Globalisation: Issues, Challenges and Prospects, DAV (PG) College, Karnal (October 5-6, 2010)
- **Green Marketing: Opportunities and Challenges**, 63<sup>rd</sup> All India Commerce Conference, Goa University (October 1-3, 2010)
- **Knowledge Management – A Need of Today’s Corporate**, Modern Management Practices & IT Trends, DAVIET, Jalandhar (April 17-18, 2009)
- **Radio Frequency Identification in Indian Retail Sector**, International Conference on Managing Global Competition: World’s Best Practices, Mohanlal Sukhadia University, Udaipur (September 22-24, 2008)
- **Introduction to International Environmental Standards : ISO 14000**, Recent Advances in the Development of Sustainable Development RADSE-2008, Jagadhri (May 3-4, 2008)
- **Impact of Globalisation on Indian Business Environment**, 58th All India Commerce Conference, Varanasi (December 27-29, 2005)

#### **FACULTY DEVELOPMENT PROGRAMMES**

- Attended **Faculty Development Program** on “**Inculcating Universal Human Values in Technical Education**”, Organised by All India Council for Technical Education (AICTE) (May 10- May 14, 2021)
- Attended **Faculty Development Program** on “**Policy Initiative and Quality Enhancement in Higher Education**”, Organised by Academic Research Group, Kolar (May 05- May 11, 2021)
- Attended **International Faculty Development Programme** on “**Innovative Approaches in Engineering, Technology and Management Teaching**”, Organised by Babu Banarasi Das Institute of Technology and Management, Lucknow (April 17- April 21, 2021)
- Attended **Refresher Course** on “**Research Methodology for Faculty of Social Sciences**”, Organised by Human Resource Development Centre, University of Hyderabad, Hyderabad (August 5- August 19, 2020), scored ‘A+’
- Attended **STTP** on “**Teaching Learning Pedagogies**”, Organised by A. G. Patil Polytechnic Institute, Solapur (August 3- August 8, 2020)
- Attended **FDP** on “**NAAC Accreditation**”, Organised by Dnyansagar Institute of Management and Research, Pune (July 21- July 27, 2020)

- Attended **FDP** on “**Innovative Approaches in Management Teaching**”, Organised by Department of Management Studies, Panipat Institute of Engineering and Technology, Panipat (July 16- July 22, 2020)
- Attended **FDP** on “**Creating Online Courses**”, Organised by Skill Faculty of Management Studies and Research, Shri Vishwakarma Skill University (July 13- July 19, 2020)
- Attended **FDP** on “**Capacity Building of Young Talent in Transdisciplinary Research for a Sustainable Development of Society**”, Organised by Centre for Research & Publications, Holy Cross College, Tiruchirappalli (July 13- July 18, 2020)
- Attended **FDP** on “**Remodelling Business Research : Opening New Vistas**”, Organised by Faculty of Management Studies, Mohanlal Sukhadia University, Udaipur (July 3- July 10, 2020)
- Attended **Short Term Course** on “**E-Governance, Eco-preneurship and Green IT in Technical Institutions**” through ICT in TIT&S, Bhiwani, Haryana (February 09- February 13, 2015)
- Attended **Short Term Course** on “**Open Source Multimedia Tools**” through ICT in TIT&S, Bhiwani, Haryana (October 27- October 31, 2014)
- Attended **Short Term Course** on “**Intellectual Property Rights and Patenting**” through ICT in TIT&S, Bhiwani, Haryana (April 21- April 25, 2014)
- Attended **Refresher Course** on “**Commerce & Management**”, Organised by ASC, Shimla, H.P. University (May 28- June 16, 2012)
- AICTE sponsored **FDP** on “**SPSS & E-Views for Business Data Analysis and Research**”, Organised by Jaipuria Institute of Management, Noida (June 20- July 02, 2011)
- Attended **Refresher Course** in **Business Studies** in ASC, Shimla, H.P. University (May 17- June 05, 2010)
- Attended **Orientation Programme** in ASC, Shimla, H.P. University (June 8- July 04, 2009)
- AICTE sponsored **QIP** on “**Recent Trends and Practices in Accounting and Finance**”, Organised by Management Development Institute, Gurgaon (Dec 22, 2008 - Jan 02, 2009)
- AICTE sponsored **Staff Development Programme** on “**Management Education**”, TIT&S Bhiwani (Sept 5 - Sept 17, 2005)

#### **WORKSHOPS/CONFERENCES/SEMINAR ATTENDED**

- Attended **Workshop** on “**Research Paper Writing**”, TIT&S, Bhiwani (September 30, 2015)

- Attended **Workshop** on “**Emerging Perspectives on Corporate Governance, Frauds, and Social Responsibility**”, IMSAR, M.D. University, Rohtak (February 18, 2015)
- Attended **State Level Workshop** on “**Financial Education**”, Organised by The Technological Institute of Textile and Sciences, Bhiwani, Haryana (September 08, 2012)
- Attended **National Conference** on “**Journey to Ph.D and Developing Research Excellence**”, Organised by Savera Group of Institutions, Farruknagar (January 21, 2012)
- Attended **Workshop** on “**India’s Economic Health: Major Issues**”, TIT&S, Bhiwani (February 25, 2011)
- Attended **Workshop** on “**Analytical Techniques for Research**”, Organised by Indian Commerce Association, Shimla, (June 21- June 27, 2010)
- Attended **Workshop** on “**Gateway to Ph.D Registration and Research Publication**”, TIT&S, Bhiwani (December 19, 2009)
- Attended **Joint Seminar** on “**Global Convergence of Commerce Education**” Organised by ICAI, New Delhi & Department of Management Studies, TIT&S, Bhiwani (Sept 17, 2006)

#### **CONFERENCE/WORKSHOP ORGANISED**

- Convener, National Workshop on “**Statistical Analysis Using JAMOV**”, TIT&S, Bhiwani (22<sup>nd</sup> February, 2020)
- Convener, National Conference on “**National Education Policy, 2019: Architecting Indian Education System for Global Competitiveness**”, TIT&S, Bhiwani (23<sup>rd</sup> November, 2019)
- Convener, National Seminar on “**Technical Education in India: SWOT Analysis, Strengths, Weaknesses, Opportunities, and Threats**”, TIT&S, Bhiwani (30 November, 2018)
- Convener, National Workshop on “**How To Write A Good Research Paper**”, TIT&S, Bhiwani (October 22, 2016)
- Member of Organising Committee, National Workshop “**Research Paper Writing**”, TIT&S, Bhiwani (30 September, 2015)
- Member of Organising Committee, National Conference “**Emerging Challenges in Technical Education**”, TIT&S, Bhiwani
- Member of Organising Committee, National Conference “**Strategic Transformation in Globalised Era**”, TIT&S, Bhiwani (26 February, 2011)



## **LIST OF MISCELLANEOUS DUTIES UNDERTAKEN AT INSTITUTIONAL LEVEL**

- **Training and Placement Incharge**, From September 2019 – June 2021, The Technological Institute of Textile & Sciences, Bhiwani
- Convener, Anti-Sexual Harassment Committee, From September 2019- June 2020, The Technological Institute of Textile & Sciences, Bhiwani
- Member of Anti-Ragging Committee
- Member of Discipline Committee in various functions
- Member of Cultural Committee in Fresher's and Farewell functions

## **HONOURS & AWARDS**

- **Best Paper Award** in Marketing Management Track of 2nd International Conference on Emerging Issues on Contemporary Business Practices in the Era of Intelligence (EICBI), Shri Ram Murti Smarak College of Engineering and Technology, Uttar Pradesh (November 28, 2020)
- **Batch Topper** in Master of Business Administration, 2007
- Got recognition from **ICCAM** (Sankalp) and **Rajput Committee** for outstanding academic performance.

## **INTEREST AREAS**

1. Marketing Research
2. Service Quality in Retail sector