



# Maharaja Surajmal Institute

Affiliated to GGSIP University & NAAC 'A' grade accredited.  
Rated as Category 'A+' by SFRC & 'A' by JAC Govt. of NCT of Delhi  
Recognised U/s 2(f) of UGC Act

## Faculty Profile

1. **Name of Faculty:** Dr. SHILPA SINDHU
2. **Date of Joining:** August 01, 2023
3. **Present Position:** ASSOCIATE PROFESSOR
4. **Department:** MBA
5. **Email ID:** shilpasindhu@msijanakpuri.com
6. **Profile:**

### Your profile (glorify your work)

Dr Shilpa Sindhu is an Associate Professor of Marketing and Entrepreneurship at Department of Management (MBA), Maharaja Surajmal Institute, Janakpuri, New Delhi. She has around 16 years of experience: 5 years in marketing and research of agri-products at NAFED and more than 11 years in academia. She holds PhD in Business Administration and ASRB (ICAR)-NET qualified. Her area of specialization is Marketing with interest in Consumer Behavior, E-commerce, Retail Marketing, Services Marketing and Entrepreneurship. She has to her credit around 33+ research papers published in various peer reviewed national and international journals. She has attended and presented papers in more than 15 conferences and seminars at institutions of repute like IIT, MDI, IMC, AIMA, JNU, IPU etc. in the areas of marketing, entrepreneurship, e-tailing, rural marketing, and economics. She has five book chapters published and a Book published with an International Publisher. She has supervised one doctoral research(awarded) and guiding four research scholars in the area of Marketing/Advertising/Leadership. She is a Lifetime member of All India Management Association (AIMA), Indian Society of Agricultural Development & Policy, PAU, Ludhiana and Haryana Economic Association. She has been the key resource person for various sessions in National and International seminars and conferences.

### 7. Educational Qualification:

S No.	Degree (graduation onwards)	College and/ or University	Year
1.	B.A. (Hons) - English	GCG-11, Panjab University, Chandigarh	2005
2.	MBA	VAMNICOM, Pune	2007
3.	ASRB (ICAR)-NET	ICAR	2012
4.	PhD	Chaudhary Devi Lal University, Sirsa	2012
5.	Executive Programme in Digital Marketing	Indian Institute of Management (IIM), Indore	2023

### 8. Employment Record (Latest First)

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1	August 2023	Till Date	Maharaja Surajmal Institute (MSI)	Associate Professor	-
2	December 2021	July 2023	The NorthCap University (Formerly ITM University), Gurugram	Associate Professor	1.7 years
3	July 2016	November 2021	The NorthCap University (Formerly ITM University), Gurugram	Assistant Professor (Selection Grade)	5.4 years
4	August 2012	June 2016	The NorthCap University (Formerly ITM University), Gurugram	Assistant Professor	4 years
5	April 2007	July 2012	NAFED, New Delhi	Assistant Manager	5.3 years

### 9. Research Papers in National and International Journals

S No.	Title of Paper (Vol and Page No.)	Name of Journal	National/ International	SCI/ SSCI/ SCOPUS/ Care	SCIE/ ESCI/ UGC	Year of Publication	Impact Factor	No. of Citations
1	Local Food Entrepreneurship in Rural India-Modelling the Challenges. DOI: <a href="https://doi.org/10.1177/09730052231151796">https://doi.org/10.1177/09730052231151796</a> .	International Journal of Rural Management <b>Sage</b>	International	Scopus UGC Care-II		2023	-	-
2	Analyzing the Enablers of Customer Engagement in Healthcare Using TISM and Fuzzy MICMAC. Vol. 6(1), p. 5	Applied System Innovation	International	Scopus Web of Science ESCI (Featured in World Health Organisation (WHO) Covid-19 Research Database)		2023	3.8	1
3	Digital health care services in post COVID-19 scenario: Modeling the enabling factors. Vol. 16 No. 3, pp. 412-428	International Journal of Pharmaceutical and Healthcare Marketing. <b>Emerald</b>	International	Scopus ABDC-C ESCI		2022	1.2	4
4	Modelling the interactions among enablers of technology entrepreneurship: An ISM and Fuzzy-MICMAC approach. Vol. 10(2), pp. 97-111.	Entrepreneurial Business and Economics Review.	International	Scopus, Web of Science ESCI		2022	-	-
5	Benchmarking the interactions among challenges for blockchain technology adoption: A circular	International Journal of Mathematical, Engineering and	International	Scopus Web of Science ESCI		2022	1.6	-

	economy perspective. Vol. 7 (6), pp. 859-872.	Management Sciences.					
6	A study on adoption enablers of 3D printing technology for sustainable food supply chain. Vol. 34 (4), pp. 943-961.	Management of Environmental Quality <b>Emerald</b>	International	ESCI CABS Scopus	2022	5.3	2
7	Factors driving Eco-preneurs in India: An Exploration. Vol. 46(3), pp. 310-332.	International Journal of Entrepreneurship and Small Business (IJESB).	International	Scopus UGC CABS indexed	2022	-	-
8	Analysis of drivers for anti-food waste behaviour - TISM and MICMAC approach. Vol. 14 No. 2, pp. 186-212.	Journal of Indian Business Research, <b>Emerald</b>	International	Scopus ABDC-C ESCI	2021	-	17
9	Modelling the Enablers for Branded Content as a Strategic Marketing Tool in the COVID-19 Era. Vol. 9(3) pp. 64.	Systems, <b>MDPI Journal</b>	International	Scopus Web of Science SSCI (Featured in World Health Organisation (WHO) Covid-19 Research Database)	2021	1.5	12
10	Modeling the Antecedents of Customer Engagement with Health Related Content. Vol. 6(5).	Indian Journal of Computer Science	National	Google Scholar ICI	2021	-	-
11	Adoption of Sustainable Business Practices by Entrepreneurs: Modeling the Drivers. Vol. 17(6), pp. 704-722.	World Review of Entrepreneurship, Management and Sustainable Development	International	Scopus CABS	2021	-	-
12	Organic Food Women Entrepreneurs- TISM Approach for Challenges. Vol. 15(1), pp. 114-136.	Journal of Enterprising Communities : People and Places in the Global Economy, <b>Emerald.</b>	International	Scopus ABDC-C ABS ESCI	2021	2.4	16
13	Cause-Related Marketing - An Interpretive Structural Model Approach. Vol. 34(1),pp.102-128	Journal of Nonprofit & Public Sector Marketing, <b>Taylor and</b>	International	Scopus Web of Science ESCI	2020	1.4	14

		<b>Francis.</b>					
14	Strategic Business Model Canvassing for Terracotta Pottery Entrepreneurs in India.	International Journal of Entrepreneurship and Small Business.	International	Scopus CABS UGC	2020	-	-
15	Robust Retail Supply Chains -The Driving Practices. Vol. 8(1), pp. 64-78.	International Journal of Advanced Operations Management	International	Scopus	2016	-	8
16	Fiscal Federalism and States' Economic Growth in India - An Analytical Study. (2016) Vol. 9(48), pp. 1-7	Indian Journal of Science and Technology	National	Web of Science UGC	2016	-	-
17	Counterfeit Processed Food Products: Retailer's Perspective. Vol. 57(1), pp. 93-101	Productivity	National	UGC ICI	2016	-	1
18	Modeling the Agri-Supply Chains. Vol. 1(2), pp. 14-26.	Amity Journal of Agribusiness	International	-	2016	-	1
19	Key Success Factors that induces entry in Indian Retail Sector-ISM Approach. Vol. 4(1), pp. 45-58.	Asia Pacific Marketing Review	International	-	2015	-	-
20	Modeling the Enablers of Innovative Leadership: An ISM Approach. Vol. 4(1), pp. 65-74.	International Journal of Innovations in Engineering and Management	International	-	2015	-	4
21	An Investigation of Advertising Appeal on Consumer Response in Service Advertising. Vol. 2(1), pp. 39-50. Summer.	Management Studies and Economic Systems (MSES)	International	-	2015	-	8
22	Economic Analysis of Guava Production in Hisar District of Haryana State. Vol. 19(2), pp. 340-342.	Annals of Agri-Bio Research	National	Scopus	2014	-	
23	Women Empowerment through Self Help Groups – A case study of Western Zone of Haryana. Vol. 51(3), pp.	Indian Cooperative Review, Journal of National Cooperative	National	-	2014	-	

	225-238.	Union of India.					
24	Modeling the Enablers for Risk Management in Milk Processing Industry. <i>Vol. 4(1), pp. 9-16</i>	International Journal of Management and International Business Studies.	International	-	2014	-	10
25	Modeling the Barriers to Rural Marketing Using the Interpretive Structural Modeling Approach. <i>Vol. 13(3), pp. 7-30</i>	IUP Journal of Marketing Management	International	-	2014	-	4
26	An Empirical Investigation on Tangibilising Strategies in Service Advertising and its impact on Consumer Response. <i>Vol. 3(8), pp. 21-39</i>	Asia Pacific Journal of Marketing and Management Review.	International	-	2014	-	-
27	Virtual Space for kids- A case study of Mycity4kids.com. <i>Vol. 5, pp. 66-71. Nov issue.</i>	Global Journal of Finance & Management	International	-	2013	-	-
28	A Study on determinants of Entrepreneurial Intentions of higher Education students. <i>Vol. 10, pp. 35-46, Dec issue.</i>	International Journal of Management Development & Information -Technology	International	-	2012	-	-
29	Status of Institutional Credit to Agriculture Sector in India.  <i>Vol. 21 (1), pp. 93-99.</i>	Journal of Agricultural Development and Policy, Indian Society of Agricultural Development and Policy, PAU, Ludhiana	National	-	2011	-	-
30	Agricultural Credit and Market Infrastructure vis-à-vis Agricultural Development in India. <i>Vol. 1(1), pp: 150-156.</i>	<i>Haryana Economic Journal – Kautilya. Department of Economics, Ch. Devi Lal University, Sirsa in collaboration with Haryana Economic</i>	National	UGC	2011	-	

		<i>Association</i>					
32	Challenges in Agri-Supply Chain Financing- A Reflection. Vol. 15(2), pp. 105-110.	Annals of Agri-Bio Research	National	Scopus	2010	-	-
32	Institutional Credit Flow in Agriculture Sector in India. Vol. 15(2), pp. 111-116.	Annals of Agri-Bio Research	National	Scopus	2010	-	-
33	Changing scene of Agri Markets in India. Vol. (April –June, 2010, pp. 43-51.	Marketology – Agri Market Issue, Institute of Marketing & Management New Delhi.	National	-	2010	-	-

#### 10. Research Papers presented / Published as full paper in Conferences/ Seminars:

S No.	Title of Paper	Name of Conferences/ Seminars	National/ International	Name of Host Institution	Year
1.	Branded Content as a Tool for Customer Engagement in Healthcare: TISM and Fuzzy-MICMAC Analysis	International Conference on Sustainability & Digitalization (A Business, Economic & Societal Perspective) organised by DEPARTMENT OF MANAGEMENT, SMBS, Jamia Hamdard University, in collaboration with ICSSR.	International	Jamia Hamdard University, New Delhi	2022
2.	Digital Healthcare services in Post-Covid-19 Scenario-Modelling the Enabling Factors	International E-Conference on the Changing Business Paradigm, (ICCBP) organised by Management Development Institute (MDI) Murshidabad, WB on the Theme – Contemporary Issues and Challenges in Business Management: Post Covid 19	International	Management Development Institute (MDI) Murshidabad	2021
3.	Modelling the drivers for anti-food waste consumer behavior- call for the intervention of digital marketing strategies	International E-Conference on The Age of Digital Transformation: Impact of Emerging technologies in Marketing organized by School of Management, IMS Unison University, Dehradun	International	IMS Unison University, Dehradun	2020
4.	'Factor inducing success of online branding-An ISM approach	Conference on Brand Management at IIT, Delhi in collaboration with Curtin University.	International	IIT Delhi	2016

#### 11. Books and Journals Published/Edited:

S No.	Title of Book/Journal	Publisher	National/ International	Volume and Issue no. (in case of journal)	Year of Publication
1	Agricultural Credit Flow and Infrastructure in India- An Insight	LAP LAMBERT Academic Publishing. Germany. 2017. ISBN: 978-3-659-41260-8.	International	NA	2017

#### 12. Book Chapters in National and International Books

S No.	Title of Chapter (Page No.)	Name of Book	National/ International	Year of Publication
1	Modeling the Challenges for Agri-Food Supply Chain 4.0: TISM Approach. pp. 31-51. <b>Scopus</b>	Agri-Food 4.0 (Advanced Series in Management, Mor, R.S., Kumar, D. and Singh, A. (Ed.) Vol. 27, Emerald Publishing Limited, Bingley	International	2022
2	Valorization of By-Products from Food Processing Through Sustainable Green Approaches. pp. 191-226. <b>Scopus</b>	Mor R.S., Panghal A., Kumar V. (eds) Challenges and Opportunities of Circular Economy in Agri-Food Sector. Environmental Footprints and Eco-design of Products and Processes. Springer, Singapore.	International	2021
3	Terracotta Pottery Catastrophe: Survival Issues and Road ahead for Sustainable Enterprise.	"Entrepreneurship and Big Data: the Digital Revolution" published by: CRC Press, Taylor & Francis, USA. Under the category "Contemporary Types of Entrepreneurship: An Insight."	International	2021
4	Entrepreneurship Policy and Support Framework in India. Vol.11, pp.47-61. <b>Scopus</b>	Organising Entrepreneurship and MSMEs Across India, Asia pacific Business Series, World Scientific Publishing Co, Singapore, Dana, L. P., Sharma, N., & Acharya, S. R. (Eds.)	International	2021
5	Entrepreneurship in India. (2021) Vol.11, pp:31-45 <b>Scopus</b>	Organising Entrepreneurship and MSMEs Across India, Asia pacific Business Series, World Scientific Publishing Co, Singapore, Dana, L. P., Sharma, N., & Acharya, S. R. (Eds.)	International	2021

### 13. Research Scholars (M.Tech/ M.Phil/Ph.D. Thesis Supervised)

S. No.	Full Name of the student	Title of Thesis	Name of the host University	Year of Awarded	Supervisor/ Co-supervisor
1.	Rubi Khan	Contingent Impact of Service Advertising on Consumer Response	The NorthCap University, Gurugram	2019	Sole Supervisor

### 14. Membership of Professional Bodies

S No.	Name of the Professional Body	Member/Fellow (Membership No.)	Remarks
1.	All India Management Association (AIMA)	Lifetime Member – LM201511129	
2.	Indian Society of Agricultural Development & Policy, PAU, Ludhiana	Lifetime Member	
3.	Haryana Economic Association	Lifetime Member	