



# 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:** Ms. Priyanka
- 2. Date of Joining:** 06-September-2021
- 3. Present Position:** Assistant Professor
- 4. Department:** Department of Commerce
- 5. Email ID:** priyanka@msijanakupuri.com
- 6. Profile:**

### Your profile (glorify your work)

As an Assistant Professor, I played a pivotal role in transforming the educational landscape. I spearheaded a comprehensive curriculum revitalization, injecting modern industry concepts to create a dynamic and relevant learning experience. Beyond the classroom, I championed community engagement by forging valuable connections with local businesses. This resulted in mutually beneficial industry partnerships, bringing real-world applications into education through engaging guest lectures and collaborative initiatives. Moreover, my dedication to technological integration was evident in the adoption of cutting-edge tools and e-learning platforms, enriching the educational experience for both faculty and students.

Actively mentored and advised BCom students, providing guidance on academic and career development. Established a supportive and collaborative mentorship program, positively impacting student retention and success rates. Actively served on departmental committees, contributing to decision-making processes and participating in strategic planning initiatives. Played a key role in shaping departmental policies and procedures, demonstrating leadership and a commitment to academic excellence.

### 7. Educational Qualification:

S No.	Degree (graduation onwards)	College and/ or University	Year
1.	B.Com (Hons.)	Panjab University, Chandigarh	2014-17
2.	M.Com	Panjab University, Chandigarh	2017-19
3	PhD in Management	Deenbandhu Chhotu Ram University of science and Technology, Murthal, Sonapat, Haryana	Pursuing

### 8. Employment Record (Latest First)

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1.	Sept'21	Dec'23	Maharaja Surajmal Institute, Janakpuri, New Delhi	Assistant Professor	2 years 3 months

### 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/ UGC Care	SCIE/ ESCI/ UGC	Year of Publication	Impact Factor	No. of Citations
1.	An Overview of Knowledge Management in Indian Service sector	International Journal of Social Science and Economic Research. Vol.3 (12), 2018	International	Peer-Reviewed		2018		
2.	Digital Finance and Financial Inclusion in India: An Overview Vol.11 No SUP-1	SAMRIDDHI : A Journal of Physical Sciences, Engineering and technology,		UGC care list Group I		2019		
3.	Calculating Risk While Recruiting A New Employee Vol.11 (12)	Journal of Xi'an University of Architecture & Technology,		Under Scopus, UGC Care list Group II		2019		
4.	Diversity at work Vol.40 (35), 2020	Studies in Indian Place Names		UGC care list Group I		2020		
5.	Challenges and Opportunities of Global Entrepreneurship in Present Era Vol.8 (4)	Aegaeum Journal.		Under Scopus, UGC Care list Group II		2020		
6.	Effect of optimal capital structure on Indian steel industries performance Vol.10 (37) (III),	Shodh Sanchar Bulletin.		UGC care list		2020		
7.	Capital structure and financial performance in Indian FMCG sector: A panel	Rabindra Bharti University Journal of Economics.		UGC care list		2023		

	data analysis Vol.XXVII (2),						
8.	Determinants of capital structure: An empirical evaluation from Indian FMCG sector Vol 17 (2) (III)	Journal of Management and Entrepreneurship.		UGC care list	2023		
9.	Financing patterns of FMCG in India: An empirical analysis Vol 12 (1) 13,	Humanities and social science studies.		UGC care list	2023		

#### 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.	A Study on Issues, Challenges of Women Empowerment in India	Women empowerment: Taboos, Hurdles, unconscious bias & inclusivity	International seminar	Tau Devi Lal Govt, College for Women Murthal, Sonipat on	17-18 Jan 2018
2.	Challenges And Opportunities of Global Entrepreneurship In Present Era	Contemporary issues in Commerce	International Seminar	Kanya Mahavidyalaya Kharkhoda, Sonipat	March 7, 2019.
3.	Knowledge Management And Technology: A Study In Indian Health Care Sector.	National Conference on Emerging trends in information technology (NCETIT-2019)	National Conference	Kalindi College, Delhi	August 1-2, 2019.
4.	Sustainable Green Marketing	Green Business Practices For sustainable development (multidisciplinary)	National Seminar	Govt. Pg College for Women Sector-14, Panchkula	Feb 5, 2020.
5.	Digital interventions in banking and financial institutions	International Conference on Business, IT and enterprise Architecture (ICBIT)	International Conference	Management Development Institute (MDI), Murshidabad, West Bengal	September 25-26, 2020.
6.	Digital technologies in banking	Research Trends in management & social sciences	National E-Conference	National institute of technology, Hamirpur	March 05-06, 2021.
7.	Post Pandemic and labour Policy	Resurgence of Economies Globally Post Pandemic: Issues & Challenges	International Conference	Maharaja Surajmal Institute, Janakpuri, New Delhi	Oct 29-30, 2021.
8.	Hybrid Entrepreneurship	Economic & Social Perspective of New	International Conference	Maharaja Surajmal Institute,	July 29-30, 2022.

		Normal through hybrid work model		Janakpuri, New Delhi	
9.	Capital Structure and firm performance: A global examination based on bibliometric analysis	2 <sup>nd</sup> Pritam Singh Memorial (PRISM) Conference	International Conference	IIM Nagpur	Nov 17-19, 2022.
10.	Capital structure and its determinants listed in FMCG index	Opportunities for Business, Technology innovation & social science	International Conference	MVN University, Palwal	Nov 11-12, 2022.
11.	An empirical investigation of capital structure in Indian FMCG sector	New Frontiers on the global stage of Multidisciplinary Research	International Conference	Eudoxia research university	May 23-24, 2023.
12.	An empirical investigation of the dynamics in capital structure in the FMCG sector of BSE listed companies.	Contemporary trends and challenges in Commerce	National Conference	Gurugram university	April 27-28, 2023
13.	Exploring capital structure determinants in Indian FMCG sector: An empirical study.	Management education and Research Colloquium (MERC)	International Conference	IIM Kashipur	May 19-21, 2023
14.	Effects of determinants on financial leverage in Indian FMCG Sector: A study on capital structure using panel data	3 <sup>rd</sup> Pritam Singh Memorial (PRISM) Conference	International Conference	BIMTECH, Greater Noida	Nov 17-19, 2023

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

S No.	Title of Chapter (Page No.)	Name of Book	National/ International	Year of Publication
1.	Lack of Governance & challenges of Online Education	Facing the future through hybrid platform	International	2022
2.	An empirical investigation of capital structure in Indian FMCG sector (Page No. 2987-303)	Liberation of creativity navigating new frontiers in multidisciplinary research	International	2023
3.	Critical analysis of life of Farmers in India (Page No. 37)	Shodh Chintan "Research Insights from Emerging Scholars" Imperial publications	National	2023

#### 12. Patent / Copyright:

S No.	Title of Patent/Copyright	Applicants	Patent /copyright number and Year
1.	IoT based real time touch less palm reader Attendance Machine	Dr. Renu Mishra, Dr. seema Gridhar, Dr. Smriti Ahuja, Priyanka Singh, Dr. Bhawna Duggal,	6275864, 2023

		Dr. Ashima Bhatnagar	
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### 13. FDP/Refresher Course Attended:

S No.	Title of FDP/Refresher course	Name of Host Institution	Year
1.	Research Methodology for Librarians, Faculty Members and Research Scholars"	University Library, DCRUST Murthal, Sonapat, Haryana, INDIA	05 <sup>th</sup> -10 <sup>th</sup> July, 2021
2.	Frugal Innovations and Social Entrepreneurship	Department of Management Studies DCRUST Murthal, Sonapat, Haryana-INDIA	12 <sup>th</sup> –17 <sup>th</sup> July, 2021
3.	Intellectual Property Management at Early Stage of Innovations & Startups	Department of Biomedical Engineering, DCRUST Murthal, Sonapat, Haryana-India.	4 <sup>th</sup> - 9 <sup>th</sup> October 2021
4.	Internet of Thing (IoT)- A Practical Approach	All India Council for Technical Education	6 <sup>th</sup> -12 <sup>th</sup> December, 2021
5.	New Education Policy 2020: Roadmap to Develop Faculty for 21st Century	Maharaja Surajmal Institute, Janakpuri, New Delhi.	27 <sup>th</sup> Dec- 01 Jan, 2022
6.	Online education: An evolving paradigm	AIU and GGSIPU, New Delhi	13 <sup>th</sup> -17 <sup>th</sup> February, 2023
7.	Re-inventing education paradigm in India	Maharaja Surajmal Institute, Janakpuri, New Delhi.	20 <sup>th</sup> – 24 <sup>th</sup> February, 2023
8.	Advanced Research Methodology (Refresher Course)	Teaching Learning Centre, Ramanujan College	22 <sup>nd</sup> Sept – 6 <sup>th</sup> October, 2023

### 14. Workshop Attended:

S No.	Title	Name of Host Institution	Year
1.	Building Foundation To Research	Bhagat Phool Singh Mahila Vishwavidyalalya, Kanpur Kalan.	October 5, 2019
2.	Art of Writing A Research Paper	Chitkara Business School, Chitkara University, Punjab	May 25- 29, 2020
3.	PLS analysis using SMART PLS	Research Shiksha, India.	May 6-11, 2020

4.	Advanced Panel Data Analysis using Gretl	JS Institute of Commerce and Analytics, Delhi.	June 18-23, 2020
5.	Introduction to Data analysis using R	Excellence brings Success (EBS), New Delhi.	July 1-7, 2020
6.	Thesis/Research Proposal Writing and Discussion on Editors and Reviewers Perspective	Koach Scholar	December 5-7, 2020
7.	Foundation of Research Methodology and Open Education Resources	Koach Scholar	January 17-19, 2021
8.	One Month Weekend Course on "Art of Doing Effective Literature Review"	Koach scholar	February 20- March 20, 2021
9.	One Week Workshop on "Mathematics of Taxation, its Logicality and Fairness"	Maharaja Agrasen Institute of Management Studies	October 11-18, 2021
10.	Organizing academic research, and editing & proofreading techniques	Excellence brings Success (EBS), New Delhi.	January 28-29, 2022
11.	Panel data analysis	Sharda university	March 28- April 2, 2022
12.	Research tools for quality publications	Maharaja Surajmal Institute, Janakpuri	March 31, 2023