



# 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. Anupama Sharma
2. Date of Joining: 1 August 2006
3. Present Position: Assistant Professor
4. Department: BBA
5. Email ID: anupamasharma@msijanakpuri.com
6. Profile:

### Your profile (glorify your work)

As an Academician I have around 20 years experience of teaching in the field of Management and other disciplines. During this I have handled all responsibilities related to the development of Students and worked with different committees dedicatedly. I have secured first Position in M.A in M.J.P.R.U. Bareilly, U.P and second Position in M.T.A in H.N.B.G.U, Srinagar, Garhwal, U.K.

### 7. Educational Qualification:

S No.	Degree (graduation onwards)	College and/ or University	Year
1.	B.A	C.C.S.University,Meerut	1996
2.	M.T.A	H.N.B.G.University,Srinagar, Garhwal.Uttarakhand(U.K)	1998
3.	M.A.	M.J.P.Rohilkhand University,Bareilly,U.P	2001
4.	PhD(Interdisciplinary Sociology & Tourism Management)	M.J.P.Rohilkhand University,Bareilly,U.P	2004
5.	M.B.A(HR)	Shobhit University,Meerut	2014
6.	PhD(Management)	Graphic Era Deemed to be University	2024

### 8. Employment Record (Latest First)

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1.	1/8/2006	Till Now	Maharaja Surajmal Institute, Delhi	Assistant Professor	18 Years 8 Months
2.	1/9/2004	30/6/2006	Dept.of Travel & Tourism, Bareilly College Bareilly,U.P	Contractual Lecturer	2 Years
3.	2/9/2003	28/2/2004	Dept.of Sociology, Bareilly College Bareilly,U.P	Part time Lecturer	5 Months
4.	2/9/2002	28/2/2003	Dept.of Sociology, Bareilly College Bareilly,U.P	Part time Lecturer	5 Months

5.	3/9/2001	28/2/2002	Dept.of Sociology, Bareilly College Bareilly,U.P	Part time Lecturer	5 Months
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### 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.	Optimizing employee satisfaction in India's IT sector: A focus on employer branding,11 April 2025, - Pg.No.1-10,Vol.12	Humanities and Social Sciences Communications/Springer Nature/ISSN:2662-9992(Online)	International Journal	Scopus /Web Science Q1/SSCI/AHCI/ Peer Reviewed	Q1 of	2025	3.7	Cited by 6
2.	HR Practices and Employee Engagement: The Mediating Role of Employer Branding, October-December 2024,Pg No.1-13	Sage Open E-ISSN:2158-2440	International Journal	Scopus /Web Science Q1/SSCI/ Peer Reviewed	Q1 of	2024	2	
3.	Investigating the Impact of Human Resource Practices on Employee Satisfaction in the Corporate Sector of India: A PLS-SEM Analysis, Pg No.151-161,2024	Robo-Advisors in Management, This book is published in the IGI Global book series Advances in Logistics, Operations and Management Science(ALOMS), ISBN:9798369328491(hc)   eISBN:9798369328507 I	International Journal	Scopus Indexed Book Chapter/ Peer Reviewed	Book Peer	2024	-	

		ISBN;97983 69347690(s c),2024.					
4.	AI-Powered Talent Management: Revolutionizing Recruitment,R etention and Employee Development, Vol.44.No.3,Ju ly-Dec 2024, Pg No.9018- 9024	Library Progress Internation al, ISSN: 0970- 1052(P),232 0-317X(O)	Internation al Journal	Google Scholar/Peer Reviewed/  Scopus(Now discontinued)	2024	-	
5.	Impact of Training and Development on Employee Job Satisfaction in IT Sector in India, Vol. 3 Issue 2, Pg. No. 875 -886	Journal of Informatics Education and Research	Internation al Journal	ABDC	2023	-	-
6.	Impact of Cognitive Bias on Consumer Buying Decisions 12(10), Pg No. 11027-11045	European Chemical Bulletin	Internation al Journal	SCOPUS	2023	-	-
7.	Pradhan Mantri Jan Dhan Yojna: A Tool for Financial Inclusion volume 64,No.1, June 2023, Pg No. 54-61	Productivit y, A quarterly journal of the National Productivit y Council	National Journal	Google Scholar	2023	-	Cited by 3
8.	HR Practices and Employee Satisfaction: The Mediating role of Employer Branding volume 6, No.2, 2022, Pg No. 3488-3496	Journal of Positive School Psychology	Internation al Journal	SCOPUS-Till March 2022	2022	-	Cited by 5
9.	Mediating	Dickensian	Internation	UGC-CARE-II	2022	6.3	-

	<b>Role of Job Satisfaction on Training and Development and Employees Performance</b> volume 22, issue 3, March 2022, Pg No.17-34	<b>Journal</b>	<b>al Journal</b>				
10	<b>Factors Assessing Employer Branding: A study of the Indian Corporate Sector</b> volume 22,issue 3,March 2022, Pg No.35-54	<b>Dickensian Journal</b>	<b>International Journal</b>	<b>UGC-CARE-II</b>	<b>2022</b>	<b>6.3</b>	<b>-</b>
11	<b>Factors Analysis of Human Resource Practices: Significance in Indian Corporate Sector,</b> volume 18, Number 4, , Pg.No.2070-2085	<b>Webology</b>	<b>International Journal</b>	<b>Scopus indexed till 2021</b>	<b>2021</b>	<b>-</b>	<b>Cited by 2</b>
12	<b>Impact of COVID Pandemic on Indian Economic Sectors</b> volume 8,Issue11, November 2021 Pg No.23-34	<b>The Journal of International Academic Research For Multidisciplinary</b>	<b>International Journal</b>	<b>Google Scholar</b>	<b>2021</b>	<b>5.564</b>	<b>-</b>
13	<b>Impact of COVID Pandemic on Different Business Sectors</b> volume 8,Issue 11, Pg No.1-12	<b>The journal of International Academic Research For Multidisciplinary</b>	<b>International Journal</b>	<b>DOAJ</b>	<b>2020</b>	<b>6.157</b>	<b>-</b>

14.	Financial Inclusion Pillar For Inclusive Growth of India volume 8, Issue 12, Pg No.25-30	GE-International Journal of Management Research	International Journal	DOAJ	2020	-	-
15.	Role of HR practices in employer branding (volume 10 number 5, Pg No.123-133)	The research journal of social sciences	International Journal	DOAJ,SJIF,CO SMOS and others UGC Approved Journal No 40820  (Before 14/6/19)	2019	5.650	-
16.	A Study to understand the relationship of Social Media with Employer Branding (volume 10 number 6, Pg No.284-294)	The research journal of social sciences	International Journal	DOAJ,SJIF,CO SMOS and others UGC Approved Journal No 40820  (Before 14/6/19)	2019	5.650	Cited by 2
17.	Contribution of Incentives and Rewards in Motivating Employees (Volume 09 Issue 04, Pg No. 76-82)	International Journal of Research in Engineering, IT and Social Sciences	International Journal	Google Scholar, Researcher ID etc. UGC Approved Journal No 42301 (Before 14/6/19)	2019	6.565	-
18.	Women Entrepreneurship: An Area to Look Upon (Volume 09 Issue 04, Pg No. 52-62)	International Journal of Research in Engineering, IT and Social Sciences	International Journal	Google Scholar, Researcher ID etc. UGC Approved Journal No 42301 (Before 14/6/19)	2019	6.565	-
19.	An Analysis of Role Conflict & Social Adjustment in women working in different sectors of Tourism Industry in Agra City  (Vol-IV, Issue-12, Pg No.288-	International Research Journal of Management & Commerce	International Journal	Research Gate, Google Scholar and others UGC Approved Journal No 48541 (Before 14/6/19)	2017	5.564	-

	317						
20	GST: A REQUIREMENT OR A COMPULSION  (Vol- VI, Issues No- V, Pg No.265-271)	Electronic International Interdisciplinary Research Journal (EIIRJ)	International Journal	Google Scholar, Researcher ID and others UGC Approved Journal No 48178, 48818 (Before 14/6/19)	2017	5.20	-
21	Pradhan Mantri Jan Dhan Yojna: A Financial Inclusion Step (Vol. 5, Issue 4, pg no.68-72)	GE- International Journal of Management Research	International Journal	Research Gate, Google Scholar and others	2017	5.779	-
22	Impact of Socio-Economic factors on occupational mobility of working women (in Hindi)  (Vol.18,issue-2, Pg no.63-71)	Radha Kamal Mukerjee: Chintan Prampara	National Journal	UGC CARE Listed Journal No-47954	2016	-	-
23	Policies And Strategies For The Encouragement Of Female Entrepreneurship  (Vol : 6, issue -1, page no. 19-27)	Shikshan Anveshika	National Journal	Google Scholar	2016	-	Cited by 1
24	Assessment Of Women Entrepreneurship In India (Volume: 2 & Issue: 7, PP: 23-42)	International Journal of Recent Trends in Management, Commerce, Accountancy, Economics, Public Administration, Law and Allied Researches	International Journal	Google Scholar	2015	1.7	-
25	Green	GE-	International	Research Gate,	2015	3.41	-

	Washing: A Reason To Look Upon (Volume-2, Issue-5 Page No.-27- 40)	International Journal of Management Research(ARF)	International Journal	Google Scholar and others			
26.	A Study of Internet Marketing for traditional Retailers (Vol : 4, issue – 1& 2, page no 65- 71)	Researcher's Voice, Management Journal	National Journal	Google Scholar	2015	-	-
27.	Green Code-Need of Hour (Vol :5, No.-1, page no.1-7)	Shikshan Anveshika	National Journal	Google Scholar	2015	-	Cited by 2
28.	Role of Handicraft Industry in Indian Economy (Vol : 2, page no.14-33)	DIRD RAYS-A Journal of Management & Technology Education and Law	National Journal	Google Scholar	2015	-	-
29.	Odisha A Land of Culture and Spiritual Heritage: Future Prospective and Challenges Ahead (Volume -3, No.- 2, Page No.943 – 950)	International Journal of Applied Services Marketing Perspectives	International Journal	Google Scholar	2014	SJIF for (2013): 5.057	Cited by 1
30.	Green Marketing – A Blessing for future Generation (Vol -3, No.- 6, Page No.244-256)	International Journal of Advanced Research in Management & Social Sciences	International Journal	Academia Edu,Google Scholar	2014	-	Cited by 1
31.	A New Beginning for Bottom of Pyramid (Volume-2, Issue-5, Page No.-27- 40)	GE-International Journal of Management Research(ARF)	International Journal	Research Gate, Google Scholar and others	2014	3.41	-

		ARF)					
32	Role Conflict and Social Adjustment by Women working in Hospitality Industry (Volume-3(2), Page No- 127-140)	International journal of Management and Social Sciences(IJ MSS)	International Journal	Google Scholar, Index Copernicus And others UGC Approved Journal No 63251 (Before 14/6/19)	2014	-	-
33	Contribution of Historical Tourism in Revenue Generation(With special reference to Agra City) (Vol : 4, No.-1, page no.1-8)	Shikshan Anveshika	National Journal	Google Scholar	2014	-	-
34	A Study of Factors Hampering the Progress and Growth of Tourism Industry in Jammu and Kashmir (Page No.-184-195)	The Journal of Economics	International Journal	World Pub Med	2013	3.87	-
35	Hospitality Industry : A Financial Boom for Indian Economy (Volume-2, Issue- 1, Page No.-54-60)	Wealth-International Journal of Money, Banking & Finance (IJMBF)	International Journal	EBSCO and Proquest UGC Approved Journal No 46105 (Before 14/6/19)	2013	-	Cited by 3
36	A Study to Find Out the Place of Agra City In International Tourism Market (Volume-3, Issue-7, Page No- 50-58)	Indian journal of Applied Research	International Journal	Research Gate,Open J Gate,Google Scholar and others	2013	0.8215	-
37	Identifying Pressurise and Threatful Tourism Products In	<i>Journal of Business Management &amp; Social Sciences</i>	International Journal	Google Scholar	2013	-	-

	Relation To Global Warming and Climate Change (Volume 2, No.4, Page No.21-36)	Research (JBM&SSR)					
38	Relationship of Tourism with Climate Change (Volume-6, No.-1, Page No- 440- 454)	Cyber Times International journal of Technology and Management	International Journal	Index Copernicus International, SJIF and Journal Informatics	2013	-	-
39	Hospitality Industry: A Key Revenue Generator to Indian Economy as a part of Tourism Industry (Volume-2, Issue-3, Page No- 244-247)	International journal of Scientific Research	International Journal	Research Gate, Open J Gate, Google Scholar, DRJI and others	2013	0.3371	Cited by 2
40	An Analytical Study: Relevance of Financial Inclusion for Developing Nations (Volume-2, Issue-6, Page No- 15-20)	International journal of Engineering and Science	International Journal	Google Scholar and others	2013	-	Cited by 198
41	Analytical Study of India as a Prime Health Tourist Destination- With Special Reference to Gurgaon, India (Volume-1(2), Page No- 113-119)	International journal of Social and Allied Research(IJSAR)	International Journal	Indexed in ICI Journals UGC Approved Journal No 64083 (Before 14/6/19)	2013	-	-
42	Medical Tourism: Emerging Challenges and Future Prospects	International Journal of Business and Management Invention	International Journal	DOAJ, Index Copernicus, Open J Gate, Google Scholar	2013	4.72	Cited by 95

43.	The Seven Sisters of India: A living Paradise on Earth (Vol : III No.-2, page no.61-74)	Shikshan Anveshika	National Journal	Google Scholar	2013	-	Cited by 1
44.	A Study of Government Initiatives towards the Development of Tourism Infrastructure and Superstructure (Vol : 2, issue - 2, page no 35- 45)	Researcher 's Voice, Management Journal	National Journal	Google Scholar	2013	-	-
45.	Rebooting India's Economic Growth with International Economic Integration (Volume-1, Issue- 2, Pg. No. 56-62)	Wealth-International Journal of Money, Banking & Finance (IJMBF)	International Journal	EBSCO, Proquest, Google Scholar UGC Approved Journal No 46105 (Before 14/6/19)	2012	-	-
46.	Medical Tourism: Building India Brand Abroad (Volume-1, Issue-12, Page No- 179-184)	PARIPEX-Indian Journal of Research	International Journal	Google Scholar, Research Gate UGC Approved Journal No 47432 (Before 14/6/19)	2012	0.3208	Cited by 2
47.	Role of Foreign Direct Investment In India: An Analytical Study (Volume-1, Issue-5, Page No- 34-42)	International journal of Engineering and Science	International Journal	Google Scholar and others	2012	-	Cited by 53
48.	Economic Contribution of Tourism Industry towards Society (Volume-3, Issue-10, Page No- 01-19)	International journal of Scientific and Engineering Research	International Journal	Google Scholar, Crossref, Index Copernicus, HE C approved	2012	-	Cited by 8
49.	Role of	International	International	Academia	2012	-	Cited by

	Tourism in Social and Economic Development of Society (Volume-1, Issue-3, Page No- 10-31)	International Journal of Advanced Research in Management and Social Sciences	International Journal	Edu,Google Scholar			25
50.	Child Labour-An Ugly Face of Travel and Hospitality Industry (Volume-4, Issue-1, Page No- 08-17)	International IOSR journal of Business and Management	International Journal	J Gate, Crossreff,NAS A, Google Scholar and others	2012	-	Cited by 16
51.	Micro Finance: Emerging Challenges and Opening Vistas (Volume-4, Issue-2, Page No- 18-26)	International IOSR journal of Business and Management	International Journal	J Gate, Crossreff,NAS A, Google Scholar and others	2012	-	-
52.	Impact of Labour Law on Child Labour : A Case of Tourism Industry (Volume-1, Issue-3, Page No- 47-57)	International journal of Advances in Management and Economics	International Journal	Index Copernicus, Google Scholar UGC Approved Journal No 64436 (Before 14/6/19)	2012	-	Cited by 8
53.	Doing Business in Green : Review of Environmental Risk Management in Banking Institutions (Vol : 2, issue -1, page no.59-66)	Researcher's Voice, Management Journal	National Journal	Google Scholar	2012	-	-
54.	Nirdhanta Unmoolan Karayakarmo ki Sarthaktha (Varsh -6, Ankh-1, pg no 70-74)	Radha Kamal Mukerjee: Chintan Prampara	National Journal	UGC CARE Listed Journal No-47954 UGC CARE Listed	2004	-	-

#### 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	Exporing the Relevance of Indian Knowledge Systems in Modern Education: Bridging Tradition and Innovation	National Conference on Exploring the Indian Knowledge System	National	Delhi Teachers' Training College, affiliated to GGSIPU, Delhi	2025
2	Exploring the Relationship between Employer Branding and Employee Satisfaction: A comprehensive Analysis	Empowering Youth with Personal Practical Skills: Bridging the Gap between Training and Real World Application	National Conference	Kasturi Ram College of Higher Education, Delhi	2024
3	Cruise Tourism Management in India: Evaluating Prospects and Addressing Challenges	Empowering Youth with Personal Practical Skills: Bridging the Gap between Training and Real World Application	National Conference	Kasturi Ram College of Higher Education, Delhi	2024
4	Factors assessing Employer Branding: A study of Indian Corporate Sector	Excellence in Marketing and Tourism Management (ICE-MTM-2022)	International Conference	Blueforskning Research Academy India and FsCongress International Congress on Social sciences, Turkey	2022
5	Relevance of Human Resource in Today's Business Environment	National Conference on changing dynamics in Teaching Learning Process: A challenge or an Opportunity to Sustain the Quality in Higher Education	National Conference	Kasturi Ram College of Higher Education, New Delhi	2022
6	A Review of Relationship of HRM Practices with Employer Branding	National Conference on changing dynamics in Teaching Learning Process: A challenge or an Opportunity to Sustain the Quality in Higher Education	National Conference	Kasturi Ram College of Higher Education, New Delhi	2022
7	Role of ICT in enhancing the efficiency of Human Resource Management	Emerging trends in big data, IoT and Cyber Security	National Conference	Maharaja Surajmal Institute	2020
8	Need of hour : Green Washing	India's yes to mega reforms: Issues, Challenges and Implications	National Conference	Maharaja Surajmal Institute	2019
9	Effect of Social Media on Employer Branding	Contemporary Practices and Trends in Digital Marketing and Social Media	National Conference	Kasturi Ram College of Higher Education, New Delhi	2019

10	An Analysis of occupational mobility & Social Adjustment in women Working in Tourism Industry	Trends, Issues & Women in Hospitality & Tourism Industry	International Conference	Graphic University, Dehradun	Era	2017
11	An Analysis of Social Adjustment of women Working in Tourism Industry	Hospitality & Tourism	International Conference	GNA University ,Phagwara, Punjab, India		2016
12	Management of Social and Psychological issues in terminally ill cancer patients	International Seminar of Palliative Care	International Seminar	Global Cancer Concern India, New Delhi, India		2015
13	Disaster Management :A Cause of Concern for Present Era	Disaster Management : Issues and Challenges	International seminar	Department of Geography, Government College, Sidhrawali, Distt-Gurgaon, State Haryana, India		2015
14	Climate Change: A Cause of Concern (With special reference to Tourism Industry)	Innovations in E-Commerce, Management, IT & Media	National Conference	Trinity Institute of Professional Studies, Dwarka		2015
15	Marketing Strategies For Rural Tourism: Creating A Niche of Agro tourism Under Rural Tourism	Finance and Business Management (ICFBM-14)	International Conference	Society of Technical and Management Professionals (STMP) , New Delhi, India		2014
16	Role of Civil Society Furthering the Goal of Palliative Care in India	International Seminar of Palliative Care	International Conference	Global Cancer Concern India, New Delhi, India		2014
17	Impact of Terrorism and Socio-Political Disturbances on the existence of Tourism Industry in Jammu and Kashmir	Finance and Business Management (ICFBM-14)	International Conference	Society of Technical and Management Professionals (STMP) , New Delhi, India		2014
18	Odisha Tourism	Reinventing Management Strategy: The Design for Future(IC-RMS 2013)	International Conference	Institute of Management Studies Ghaziabad		2013
19	Religious Tourism : A Revenue Generator Niche for Indian	Finance and Business Management (ICFBM-13)	International Conference	Society of Technical and Management Professionals		2013

	<b>Economy</b>			(STMP) , New Delhi, India	
20	<b>Contribution of Tourism Industry in Global Warming &amp; Climate change</b>	<b>Tourism &amp; Hospitality Industry: Modern state, problems &amp; perspectives</b>	<b>International Conference</b>	<b>CMTS H.N.B.G.U, Srinagar Garhwal &amp; Dept. of Hotel Management, Graphic Era University, Dehradun</b>	<b>2013</b>
21	<b>An Analytical Study: relevance of Financial Inclusion for developing nations</b>	<b>Innovations in Engineering and Management</b>	<b>BIT International Conclave</b>	<b>Birla Institute of Technology (Mesra),Patna</b>	<b>2013</b>
22	<b>Contribution of Foreign Direct Investment in India: its Growth and Challenges Ahead</b>	<b>Global Competitiveness And Corporate Governance Imperatives In Emerging Economies</b>	<b>International Conference</b>	<b>School of Management Studies, Ansal University, Gurgaon</b>	<b>2013</b>
23	<b>Transforming Business Management through the Services of Travel and Hospitality Industry</b>	<b>Finance and Business Management (ICFBM-13)</b>	<b>International Conference</b>	<b>Society of Technical and Management Professionals (STMP) , New Delhi, India</b>	<b>2013</b>
24	<b>Transforming Business Management through International Economic Integration</b>	<b>Innovative Ways Of Managing Business in the Post Globalised Era</b>	<b>International Conference</b>	<b>Bharati Vidyapeeth Deemed University, New Delhi</b>	<b>2013</b>
25	<b>Financial Inclusion: A bright future for Rural India</b>	<b>Paradigm Shift in innovative Management Theory and Practices</b>	<b>National Conference</b>	<b>Bhagwan Parshuram Institute of Technology</b>	<b>2013</b>
26	<b>Myths and Realities of Micro Finance</b>	<b>Finance and Business Management</b>	<b>International Conference</b>	<b>Society of Technical and Management Professionals (STMP) , New Delhi, India</b>	<b>2012</b>
27	<b>Role of Foreign Direct Investment In India: An Analytical Study</b>	<b>FDI In India: Response and Challenge</b>	<b>National Conference</b>	<b>Shaheed Bhagat Singh College, University of Delhi</b>	<b>2012</b>
28	<b>Contemporary Issues in Business Management-A Case of Travel and Tourism</b>	<b>Contemporary Issues in Business Management</b>	<b>National Conference</b>	<b>Apeejay School of Management, New Delhi</b>	<b>2012</b>
29	<b>Economic Growth of Service Sector-A Case of Tourism</b>	<b>Transforming Indian Economy Through Service Led Growth in Global Era:</b>	<b>National Seminar</b>	<b>NIILM Centre for Management Studies, Greater</b>	<b>2012</b>

	and Hospitality Industry	Gains and Concern		Noida	
30	Micro-Finance : Issues and Challenges	Business Economics and Management	National Conference	R. P. Educational Trust Group of Institutions, Karnal, Haryana	2012
31	Female Foeticide :A disgrace to human Society	Female Foeticide	National Seminar	Department of Sociology, Dronocharya Government College, Gurgaon	2012
32	Green Chemistry and Sustainable Tourism	Advances in Natural Products Chemistry and Sustainable Development	National Seminar	Graphic Era University, Dehradun	2011
33	Communication and Social Change	Rural Development Process in the Changing Scenario	National Seminar	Department of ACEE & Rural Technology and Social Development, Guru Ghasidas University, Bilaspur ( C.G.)	2006

#### 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	Navigating the Digital Landscape  (Through IT and Managerial Skills)	Parab Publications	International	ISBN No. 978-81-19585-28-1	2024
2	Published one international edited book titled "Innovative Educational Approaches: Charting A Path Ahead"	Parab Publications	International	ISBN No. 978-81-19585-19-9	2023
3	Published one international book titled "Changing Face of Medical Tourism In India: with	LAP LAMBERT ACADEMIC Publishing, Deutschland/ Germany	International Book	ISBN No.- 978-3-8443-1862-3	2013

	special reference to Gurgaon,”				
4	Reviewed one Book titled “Personality Development and Communication Skills for Engineers” by Dr B. K Prasad, Principal Lakshmi Narain College of Technology, Bhopal	Taxmann Publication, New Delhi	National Book	-	2011
5	Reviewed one research paper titled, “Investigating role of artificial intelligence for preparing question paper till evaluation process in open book examination system”,2024	Journal of Reliability and Statistical Studies/Scopus Indexed/ESC I/WOS	International Journal	-	2024

## 12. Book Chapters in National and International Books

S No.	Title of Chapter (Page No.)	Name of Book	National/ International	Year of Publication
1	Hybrid Learning: The Future of Education in India	National Conference on “Economic & Social Perspective of New Normal through Hybrid Work Models	National	2022

2	Digital Entrepreneurship: Need of the Era	National Conference on Digital Entrepreneurship (sponsored by GGSIPU) organizer is Maharaja Surajmal Institute	National	2021
3	Swachh Bharat-A road map ahead clean India	Assuring Quality in Higher Education :Innovation & Challenges	National	2018
4	Role of ICT in enhancing the efficiency of Human Resource Management	Emerging trends in big data, IoT and Cyber Security, published by Maharaja Surajmal Institute	National	2020
5	Need of hour : Green Washing(pg 191-198)	India's yes to mega reforms: Issues, Challenges and Implications, published by Maharaja Surajmal Institute	National	2019
6	Assuring Quality in Higher Education :Issues & Challenges(pg178-190)	Swach Bharat :A road Map ahead to clean India	National	2018
7	Relevance of digital Payments in this Modern Developing India	Paradigm Shift from Developing to Developed India through Digitalization, published by Maharaja Surajmal Institute	National	2017
8	An Evaluative Study of E-Commerce in India	Innovations in IT, Management & Education-Digital India Initiative, published by Maharaja Surajmal Institute	National	2015
9	Net Neutrality: The Future of Internet	Organizational Transformation in Merging Real and Virtual World, published by Maharaja Surajmal Institute	National	2015
10	Eco Tourism : A Strategy to Redefine Tourism (A Case of Uttarakhand)	Innovative Entrepreneurship to Minimize Carbon Footprints, published by Maharaja Surajmal Institute	National	2014
11	Handicraft Industry: A Key Contributor towards Foreign Exchange	Emerging Paradigms in Management in the Era of Globalisation, published by Maharaja Surajmal Institute	National	2014
12	A Study of Barriers to	Art & Sciences of	National	2013

	Financial Growth of Hospitality Industry	Leadership in Business Enterprises, published by Maharaja Surajmal Institute		
13	Innovation in Agricultural and Rural Marketing	Managing Innovations and talent in Highly Competitive Global Business Environment, published by Maharaja Surajmal Institute	National	2013
14	A Study of Environmental Risk in Financial Arena	Global Financial Environment and its impact on Corporate Houses in India, published by Maharaja Surajmal Institute	National	2012

**13. Patent / Copyright : None**

S No.	Title of Patent/Copyright	Applicants	Patent /copyright number and Year
1	Network Display Device for Digital Marketing	Dr.Divya,Dr.L.Madan Mohan,Dr.Shiney Chib,Pranami Bania,Dr.P.Naresh Kumar,Mr.Ansh Naidu,Dr.Kanchan Naidu,Dr.Anupama Sharma,Dr.Sumita Kukreja,Dr.Akash Agrawal	423253-001 Journal No.-40/24 Year-2024
2	QR Code Based Attendance Management Device	Dr.Ajatashatru Samal,Dr.Harish K S, Dr.Medha Kanetkar,Dr.Y K Sunitha,Rajimol KP,Dr.Anshu Agarwal,Rajeshwari GV,Dr.Anupama Sharma,Dr.Sumita Kukreja,Dr.Shivani	419007-001 Journal No.-29/24 Year- 2024

**14. Sponsored Project/Consultancy : None**

S No.	Title of Project/Consultancy	Applicants	Sanctioned Amount	Sponsoring Agency	Duration of the project specifying the date of sanctioning

15. Research Scholars (M.Tech/ M.Phil/Ph.D. Thesis Supervised) : None

S. No.	Full Name of the student	Title of Thesis	Name of the host University	Year of Awarded	Supervisor/ Co-supervisor

16. Membership of Professional Bodies :

S No.	Name of the Professional Body	Member/Fellow (Membership No.)	Remarks
1.	Samaj Vigyan Vikas Sansthan, Bareilly U.P, publisher of UGC CARE List-Social Sciences-Radha Kamal Mukherji: Chintan Parampara, National Refereed Journal Of Social Sciences, ISSN 0974-0074	<u>Life Time Member</u>	-