



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. Parul Deshwal
2. **Date of Joining:** 1st August'2006
3. **Present Position:** Associate Professor
4. **Department:** Business Administration
5. **Email ID:** , paruldeswal@msi-ggsip.org, deshwal.parul@gmail.com
6. **Profile:**

Your profile (glorify your work)

My specialisation is in Marketing and I love to explore the new areas of marketing. I have published 36 Research Papers in various reputed International and National Journals, in which I have covered some major areas of marketing i.e. Green Marketing, Destination Branding, Social Media Marketing, Consumer Behaviour, Digital Marketing, Neuromarketing, Online Advertising, Tourism Marketing and Mobile Banking etc. I have also covered the General Management areas like Entrepreneurship Development, Management Information System and Human Resource Management etc. I have also presented Research Papers in various National and International Conferences. I authored 2 Books in the area of Marketing on “Sales and Distribution Management” and “Sales Management”. I also Co- Edited a Conference Proceeding on the topic “Organizational Transformation in Merging Real and Virtual World”.

7. Educational Qualification:

S No.	Degree (graduation onwards)	College and/ or University	Year
1.	BCA	CCSU, Meerut	2003
2.	MBA	GGSIPU, Delhi	2005
3.	M. Phil (Management)	Vinayaka Mission University, Salem	2007
4.	Ph.D (Marketing)	CCSU, Meerut	2012

8. Employment Record (Latest First)

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1	18 th April'2016	Till Date	Maharaja Surajmal Institute	Associate Professor	4 Years 9 Months
2	1 st August'2006	17 th April'2016	Maharaja Surajmal Institute	Assistant Professor	9 Years 7 Months
3	1 st August'2005	31 st July'2006	Jaipuria Institute of Management	Lecturer	1 Year

9. Research Papers in National and International Journals

S No.	Title of Paper (Vol and Page No.)	Name of Journal	National/ International	No. of Co-Authors	SCI/ SCIE/ SSCI/ ESCI/ SCOPUS/ UGC Care	Year of Publication	Impact Factor	No. of Citations
1.	Rural Entrepreneurship: A Strategy For Economic Development of The Villages, Vol. 3, Issue: 2, February' 2016., Page No. 264-277	Asian Academic Research Journal of Social Sciences & Humanities - A Peer Reviewed International Journal of Asian Academic Research Associates,	International	Nil	-	2016	-	-
2.	Role of Management Information System in Organizational Decision Making, Vol. 3, Issue: 2, February' 2016, Page No. 149-158.	Asian Academic Research Journal of Social Sciences & Humanities - A Peer Reviewed International Journal of Asian Academic Research Associates	International	Nil	-	2016	-	-
3.	Effects of Wages on The Performance of Employees, Vol. 5, Issue: 2, February' 2016, Page No. 185-195.	International Journal of Advanced Research in Management and Social Sciences.	International	Nil	-	2016	Impact Factor: 6.284	-
4.	Why People Stay in Their Jobs: Employee Retention, Vol. 3, Issue: 1, January' 2016, Page No. 153-161.	Asian Academic Research Journal of Social Sciences & Humanities - A Peer Reviewed International Journal of Asian Academic	International	Nil	-	2016	-	-

		Research Associates						
5.	Impact of Emotional Intelligence on Organizational Performance, Vol. 5, Issue: 1, January' 2016, Page No. 173-182.	International Journal of Advanced Research in Management and Social Sciences.	International	Nil	-	2016	Impact Factor: 5.313	11
6.	Impact of Mobile Marketing Applications in Current Indian Scenario, Vol. 5, Issue:1, January' 2016, Page No. 26-38.	International Journal of Advanced Research in IT and Engineering.	International	Nil	-	2016	Impact Factor: 5.418	02
7.	Online Advertising and its impact on Consumer Behaviour, Vol. 2, Issue: 2, January' 2016. Page No. 200-204.	International Journal of Applied Research.	International	Nil	-	2016	Impact Factor: 5.2.	30
8.	A Study of Customer Relationship Management in FMCG Stores of India, Vol. 2, Issue: 7, December' 2015, Page No. 01-13.	Asian Academic Research Journal of Social Sciences & Humanities - A Peer Reviewed International Journal of Asian Academic Research Associates	International	Nil	-	2015	-	-
9.	A Study of Today's Biggest Challenge: Work Life Conflict, Vol. 5, Issue: 12, December' 2015, Page No. 34-44.	EXCEL International Journal of Multidisciplinary Management Studies	International	Nil	-	2015	-	-
10.	Green-HRM: An Organizational	International Journal of Applied	International	Nil	-	2015	Impact Factor: 5.2.	48

	Strategy of Greening People, Vol. 1, Issue: 12, December' 2015, Page No. 176-181.	Research,						
11.	Role of Relationship Marketing in Today's Highly Competitive World, Vol. 2, Issue: 7, December' 2015, Page No. 123-132.	Asian Academic Research Journal of Social Sciences & Humanities - A Peer Reviewed International Journal of Asian Academic Research Associates	International	Nil	-	2015	-	-
12.	Impact of Celebrity Endorsement on Sales, Vol. 4, Issue: 12, December' 2015, Page No. 87-98.	International Journal of Advanced Research in Management and Social Sciences	International	Nil	-	2015	Impact Factor: 5.313.	04
13.	A Study of Mobile Banking in India, Vol. 4, Issue: 12, December' 2015, Page No. 1-12.	International Journal of Advanced Research in IT and Engineering.	International	Nil	-	2015	Impact Factor: 5.418.	07
14.	Impact of flexible working arrangements in the MNCs of Delhi, Vol. 1, Issue: 13, December' 2015, Page No. 810-814.	International Journal of Applied Research.	International	Nil	-	2015	Impact Factor: 5.2.	05
15.	Women Entrepreneurship: A Reflection of Indian Women in Entrepreneurial World, Vol. 2, Issue: 6, November'	Asian Academic Research Journal of Social Sciences & Humanities - A Peer Reviewed	International	Nil	-	2015	-	-

	2015, Page No. 220-232.	International Journal of Asian Academic Research Associates						
16.	Succession Planning: The Right People, For The Right Job, At The Right Time, Vol. 4, Issue: 11, November' 2015, Page No. 57-67.	International Journal of Advanced Research in Management and Social Sciences.	International	Nil	-	2015	Impact Factor: 5.313.	06
17.	A Study of Gender Difference in Work Place Stress, Vol. 3, Issue: 11, November' 2015, Page No. 3710-3717.	International Journal of Scientific Research and Management.	International	Nil	-	2015	-	-
18.	A Study of Indian Direct Selling Industry, Vol. 5, Issue: 11, November' 2015, Page No. 131-140.	ZENITH International Journal of Business, Economics and Management Research.	International	Nil	-	2015	-	-
19.	Role of E-HRM in Organizational Effectiveness and Sustainability, Vol. 1, Issue: 12, November' 2015, Page No. 605-609.	International Journal of Applied Research.	International	Nil	-	2015	Impact Factor: 5.2.	07
20.	E-Marketing: Challenges And Opportunities For The Marketers, Vol. 3, Issue: 11, November' 2015, Page No. 3747-3753.	International Journal of Scientific Research and Management.	International	Nil	-	2015	-	02
21.	E-Commerce in India: Creating The Bricks Behind The Clicks, Vol. 4,	International Journal of Advanced Research in IT and	International	Nil	-	2015	Impact Factor: 5.418.	01

	Issue: 11, November' 2015, Page No. 1-11.	Engineering.						
22.	Emotional Marketing: Sharing The Heart of Consumers, Vol. 4, Issue: 11, November' 2015, Page No. 254-265.	International Journal of Advanced Research in Management and Social Sciences.	International	Nil	-	2015	Impact Factor: 5.313.	05
23.	Creating a New Mindset: Reverse Mentoring, Vol. 3, Issue: 10, October' 2015, Page No. 3620-3418.	International Journal of Scientific Research and Management.	International	Nil	-	2015	-	-
24.	Destination Branding a Profit making tool for Indian Tourism Marketing in 21 st Century, Vol. 4, Issue: 1 & 2, June2014-May2015, Page No. 20-27.	Researcher's Voice – A Refereed Management Journal of Kasturi Ram College of Higher Education.	National	Nil	-	2015	-	-
25.	Tourism Industry: An Instrument of Indian Economic Growth through FDI, Vol. 3, Issue: 2, February' 2015, Page No. 2137-2140.	International Journal of Scientific Research and Management.	International	Nil	-	2015	-	-
26.	Entrepreneurship Development: A Paradigm Shift From Youth Unemployment to Employment, Vol.1, Issue: 1, Jan-July 2014, Page No. 07-15.	DIRD RAYS a Journal of Management, Technology, Education and Law.	National	Nil	-	2014	-	-
27.	Social Media: A Tool For The Marketers to Grow Their	Jaipuria e – Vaani International Journal of	National	Nil	-	2013	-	-

	Business, Vol.1, Issue: 1, December 2013, Page No. 80-90.	Research in Management & IT.						
28.	A Study on Consumer Behavior of The Young Decision-Makers of India, Vol.4. December 2013, Page No. 06-11.	TRINITY Journal of Management, IT & Media (TJMITM).	National	1	-	2013	-	-
29.	Corporate Social Responsibility – The New Reality of Indian Business Houses, Vol. III, Issue No. 2, July 2013, Page No. 16-24.	Refereed Journal Of Education “Shikshan Anveshika” of Hindu College of Education Sonapat.	National	Nil	-	2013	-	-
30.	Employer Branding: A Strategic Tool For Talent Attraction, Vol. 03, No.1, January – June 2013, Page No. 61-65.	Journal of Practicing Managers, Listed in Cabell’s and Ulrich’s International Periodicals Directory, Banarsidas Chandiwala Institute of Professional Studies, Delhi.	National	2	-	2013	-	-
31.	Tourism Marketing: A Tool For Economic Development, Vol. III, No.1, January – June 2013, Page No.70-77.	DCAS Journal of Management and IT Applications of Delhi College of Advanced Studies, Delhi.	National	First Author	-	2013	-	-
32.	An Empirical Study of Consumer Buying Behavior in Indian Markets,	Researcher’s Voice – A Refereed Management Journal of Kasturi Ram	National	1	-	2013	-	-

	Vol. 2, Issue: 2, October 2012-March 2013, Page No. 26-34.	College of Higher Education.						
33.	Neuromarketing : The Modern Science of Consumer Brainwashing, Vol. 10, No.1, January – June 2012. Page No. 57-62.	Effulgence – Bi- Annual Management Journal of Rukmini Devi Institute of Advanced Studies.	National	2	-	2012	-	-
34.	A Study of Social Media : A Marketing Tool For The Youth, Vol. 4, No. 5, 2012, Page No. 16-20.	Global Journal of Finance and Management.	International	1	-	2012	-	-
35.	Green Marketing: Issues & Challenges, Vol.2 Issue 6, June 2012, Page No. 105-114.	ZENITH International Journal of Business Economics & Management Research.	International	Nil	-	2012	-	11
36.	Workforce Diversity Management: Biggest Challenge For 21 st Century Managers, Vol.1 Issue 3, Dec 2011, Page No. 173-186.	ZENITH International Journal of Business Economics & Management Research.	International	1	-	2011	-	17

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.	“Happiness at Workplace: The War of Talent is about to go Nuclear”	Presented in National Conference “India’s Yes To Megha Reforms: Issues, Challenges and Implications: Future of Work and 4 th Industrial Revolution” on 23 rd February’ 2019.	National	Department of Business Administration, Maharaja Surajmal Institute, Janakpuri, New Delhi – 110058	2019
2.	“Leadership Decides The Destiny of Nation”	Presented in “Paradigm Shift from Developing to Developed India through- Digitalization.	National	Department of Business Administration, Maharaja Surajmal Institute, Janakpuri, New Delhi – 110058.	2017
3.	“Plastic Money: The First Step	Presented in “Paradigm Shift from Developing to Developed	National	Department of Business	2017

	towards Digitalized India”	India through- Digitalization.		Administration, Maharaja Surajmal Institute, Janakpuri, New Delhi – 110058.	
4.	“Review of State of Digital India and its Contribution in the Development of The Nation”	Presented in “Paradigm Shift from Developing to Developed India through- Digitalization.	National	Department of Business Administration, Maharaja Surajmal Institute, Janakpuri, New Delhi – 110058.	2017
5.	“Talent Management: An Innovative Tool of Sustainable Development through Employee Engagement”	Presented in International Conference “Innovation & Sustainability Managing for Change” on 25 th January’2015.	International	Hindu Institute of Management, Sonapat, Haryana.	2015
6.	“E-HRM: Innovation or Irritation for Indian Organizations”	Presented in National Conference “Innovations in IT, Management & Education-Digital India Initiative (IIMEDI-2015)” on March 21 st , 2015.	National	Department of Computer Science, Maharaja Surajmal Institutes, New Delhi-110058	2015
7.	“Ethical Dimensions in the Conduct of Business: The Ethics in Business”	Presented in International Conference “Globalization & its Impact on Management & IT”	International	IDEAL Institute of Management and Technology & School of Law, New Delhi.	2015
8.	“E-Retailing in Rural India is the Biggest Challenge for the Retailers”	Presented in National Conference “Organizational Transformation in Merging Real and Virtual World”.	National	Department of Business Administration, Maharaja Surajmal Institute, Janakpuri, New Delhi – 110058.	2015
9.	“Agripreneurship- A Tool For Rural Development in India”, Page No. 112-115	Presented and Published in International Conference Proceeding on “Innovative Entrepreneurship to Minimize Carbon Footprints” of, 19 th April’ 2014,	International	Department of Business Administration, Maharaja Surajmal Institute, Janakpuri, New Delhi – 110058	2014
10.	“Work Life Balance: dilemma of Modern Society”	Presented in “4 th National Conference on Shaping the Future of Business and Society: By Virtue of IT, Management and Media”.	National	Trinity Institute of Professional Studies, New Delhi.	2014
11.	“Ethics and Corporate World”	Presented in National Seminar “Ethical Issues in the Present Era”.	National	Sunder Deep College of Management Technology, Ghaziabad.	2013
12.	“A Comparative Study of Retail Stores and Local Stores in India with Reference to SCM”	Presented in International Conference “Global Competitiveness and Corporate Governance Imperatives in Emerging Economies”.	International	School of Management Studies, Ansal Institute of Technology, Gurgaon.	2013
13.	“Corporate Social	Presented in National	National	Fairfield Institute of	2013

	Responsibility: Issues and Challenges in India”	Conference “Role of Management, IT, Media & Law in Good Governance”.		Management & Technology, New Delhi.	
14.	“A Comparative Study of Supply Chain Management of Various Retail Stores and Local Stores in India”	Presented in National Conference “FDI in India: Challenges, Effectiveness & Future”.	National	Delhi Institute of Rural Development, Delhi.	2013
15.	“Role of Celebrated Human Resources in Organizations”	Presented in National Seminar “Human Resource Management in 21 st Century”.	National	Sunder Deep College of Management Technology, Ghaziabad.	2012
16.	“The Decision Makers in India Are Getting Younger Day-By- Day: By chance or By Choice?”	Presented in National Conference “Managing Change & Innovation in an Era of Technological Evolution”.	National	Ansal Institute of Technology, Gurgaon.	2012
17.	“Electronic Waste Management- Biggest Challenge And Business Opportunity In 21 st Century”	Presented in National Conference “Emerging Trends in Information Technology (NCETIT-12)”	National	Institute of Management Studies, Ghaziabad.	2012
18.	“Global Financial Crisis and its Impact on Economic Growth in India”	Presented in National Conference “Global Financial Environment and its Impact on Corporate Houses in India”.	National	Maharaja Surajmal Institute, New Delhi-110058.	2012
19.	“Critical Analysis of Ethical Issues in Advertising”	Presented in National Conference “IT Innovation & Sustainability: Current Trends & Ethical Issues- ITCE 2012”.	National	Ansal University, Gurgaon.	2012
20.	“A Study on Innovation in Service Marketing”	Presented in National Conference “Managing Innovations and Talent in the Highly Competitive Global Business Environment”.	National	Maharaja Surajmal Institute, New Delhi-110058.	2013
21.	“Digital Marketing- Revolution in Indian Marketing System”	Presented in International E-Conference on “Global Information and Business Strategies(ICGIBS) on 5th Jan’2021	International	Gita Rattan Institute of Business Studies, Delhi.	2021

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.	Text Book on Sales and Distribution Management	JSR Publishing House LLP, WZ 61/8A, Vashisth Park, Pankha Road, New Delhi-110046.	National	First Edition	2019
2.	Text Book on Sales Management	JSR Publishing House LLP, WZ 61/8A, Vashisth	National	First Edition	2018

		Park, Pankha Road, New Delhi-110046.			
3.	Co-Edited Book on “Organizational Transformation in Merging Real and Virtual World”	Modern Rohini Education Society, J-147, 2 nd Floor, Vikas Puri, New Delhi-110018.	National	First Edition	2015

12. Book Chapters in National and International Books

S No.	Title of Chapter (Page No.)	Name of Book	National/ International	Year of Publication
1.	A Study on Quality Assurance in Higher education, Page No. 24-29.	Quality Assurance in Higher Education Practices and Issues by Maharaja Surajmal Institute, New Delhi-110058, First Edition 2019.	National	2019
2.	Role of Indian Micro, Small And Medium Enterprises in Nation’s Building, Page No. 227-234. (International Publisher)	Microfinance and Micro entrepreneurship: A Paradigm Shift For Societal Development” of Department of Economics, Bhagat Phool Singh Mahila Vishwavidyala, Khanpur Kalan, Sonipat Haryana- 131305, February 2015.	International	2015
3.	Work Life Balance and Retention of Human Capital: A Study of Indian Companies, Page No. 73-77.	Sustaining Business Practices in Global Business Environment : Issues, Challenges and Prospects, by Institute of Information Technology and Management , New Delhi-110058, First Edition 2015.	National	2015
4.	Economic Empowerment of Women in India Through Entrepreneurship, Page No. 130-139. (International Publisher)	Microfinance Building Bridges Between Economy and Society” of Department of Economics, Bhagat Phool Singh Mahila Vishwavidyala, Khanpur Kalan, Sonipat Haryana- 131305, November 2013.	International	2013
5.	The changing Face of Marketing Collaterals in the New Millennium, Page No. 03-09.	“Innovative Trends in Marketing in The New Millennium” by Lal Bahadur Shastri Institute of Management, Dwarka, New Delhi-110075, First Edition 2013.	National	2013
6.	Strategies for Stress Management, Page No. 31-37.	Vision For faculty Development Programme: An Educational Perspective, First Edition 2012.	National	2012

13. Patent / Copyright :

S No.	Title of Patent/Copyright	Applicants	Patent /copyright number and Year
	N/A		

14. Sponsored Project/Consultancy :

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

	N/A				

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
	N/A				

16. Membership of Professional Bodies : None

S No.	Name of the Professional Body	Member/Fellow (Membership No.)	Remarks
	N/A		