



# 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 Sumita Kukreja
- 2. Date of Joining:** 1 August 2006
- 3. Present Position:** Assistant Professor
- 4. Department:** BBA
- 5. Email ID:** sumitakukreja@msijanakpuri.com
- 6. Profile:**

### Your profile (glorify your work)

Self-Motivated thorough academician strives to inspire students to pursue personal and professional excellence. Rich & progressive experience of 17+ years in academics with core competency in Micro Finance and Self-Help Groups. Have Published many research papers in many International and National Journals related to research area and have been throughout First division holder in all my academic degrees.

### 7. Educational Qualification:

S No.	Degree (graduation onwards)	College and/ or University	Year
1.	BCom ( Hons)	Delhi University	2001
2.	MBA	Guru Gobind Singh Indraprastha University	2004
3.	MPhil	Delhi University	2008
4.	UGC NET (Management)	UGC	2014
5.	PhD	Mewar University	2018

### 8. Employment Record (Latest First)

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1	Aug 2006	Till date	Maharaja Surajmal Institute	Assistant Professor	15 Years 3 Months
2	Aug 2004	July 2006	Institute of Information Technology & Management	Lecturer	2 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	Modern Advertising Breaking the Stereotypes, pp-172	The Research Journal of Social Sciences  (UGC Approved)	International Journal	DOAJ,SJIF,COSMOS and others UGC Approved Journal No 40820  (Before 14/6/19)		2019	5.650	
2	Contribution of Incentives and Rewards in Motivating Employees,pp-76-82	International Journal of Research in Engineering, IT and Social Sciences (UGC Approved)	International Journal	Google Scholar,Researcher ID etc. UGC Approved Journal No 42301 (Before 14/6/19)		2019	6.565	
3	Women Entrepreneurship: An Area to Look Upon,52-62	International Journal of Research in Engineering, IT and Social Sciences, (UGC Approved)	International Journal	Google Scholar,Researcher ID etc. UGC Approved Journal No 42301 (Before 14/6/19)		2019	6.565	
4	GST: A REQUIREMENT OR A COMPULSION 265-271	Electronic International Interdisciplinary Research Journal (EIJR)	International Journal	Google Scholar,Researcher ID and others UGC Approved Journal No 48178, 48818 (Before 14/6/19)		2017	5.20	
5	Pradhan Mantri Jan Dhan Yojna:A Financial Inclusion Step, .68-72	GE- International Journal of Management Research	International Journal	Research Gate, Google Scholar and others		2017	5.779	-
6	Social Networking: A Blessing for Corporate & Individuals, 26-34	International Journal of Advanced Research in Management and Social Science	International Journal	DOAJ,ISI WoS -		2016	6.943	Cited by 1
7	MicroFinance	Pezzottaite	International	H5 Index		2015	5.81	

	Self Help Group: A Magic Scheme For Empowering Women, 2048-2052	Journals - International Journal of Applied Financial Management Perspectives	Journal	H2 Median -			
8	'Bottom of Pyramid: A Strategic Design for Micro Finance'	Arthavaan-A refereed Journal of Commerce & Management"  Bharti College, University of Delhi, Journal.	National Journal	-	2015	-	-
9	A Study of Internet Marketing for traditional Retailers "	Researcher's Voice, Management Journal	National Journal	Google Scholar -	2015	-	-
10	"Green Code-Need of Hour "	Shikshan Anveshika a Bi-Annual Refereed Journal of Education	National Journal	Google Scholar -	2015	-	-
11	Myths and Realities of Micro Finance: A Study in Gurgaon District', 35-44	GE- International Journal of Management Research	International Journal	Google Scholar, Research Gate Computer science directory -	2015	4.316	-
12	Green Washing: A Reason To Look Upon, 27-40	GE- International Journal of Management Research(A ARF)	International Journal	Research Gate, Google Scholar and others -	2015	3.41	-
13	<b>Odisha</b> A Land of Culture and Spiritual Heritage: Future Prospective and Challenges Ahead .943 -	International Journal of Applied Services Marketing Perspectives	International Journal	Google Scholar -	2014	SJIF for (2013): 5.057	Cited by 1

	950						
14	Green Marketing – A Blessing for future Generation,244-256	GE- International Journal of Management Research(ARF)	International Journal	Academia Edu,Google Scholar -	2014	-	-
15	A New Beginning for Bottom of Pyramid, 27-40	GE- International Journal of Management Research(ARF)	International Journal	Research Gate, Google Scholar and others -	2014	3.41	-
16	Role Conflict and Social Adjustment by Women working in Hospitality Industry, 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	-	-
17	Hospitality Industry: A Key Revenue Generator to Indian Economy as a part of Tourism Industry, 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
18	An Analytical Study: Relevance of Financial Inclusion for Developing Nations, 15-20	International journal of Engineering and Science	International Journal	Google Scholar and others -	2013	-	Cited by 102
19	<b>A Study of Government Initiatives towards the Development of Tourism Infrastructure and Superstructure ”</b>	Researcher’s Voice, Management Journal	National Journal	Google Scholar -	2013	-	-

20	Rebooting India's Economic Growth with International Economic Integration,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	-	-
21	Role of Foreign Direct Investment In India: An Analytical Study, 34-42	International journal of Engineering and Science	International Journal	Google Scholar and others -	2012	-	Cited by 34
22	Economic Contribution of Tourism Industry towards Society, 01-19	International journal of Scientific and Engineering Research	International Journal	Google Scholar, Crossref, Index Copernicus, HEC approved -	2012	-	Cited by 4
23	Role of Tourism in Social and Economic Development of Society, 10-31	International journal of Advanced Research in Management and Social Sciences	International Journal	Academia Edu, Google Scholar -	2012	-	Cited by 8
24	Child Labour- An Ugly Face of Travel and Hospitality Industry, 08-17	International IOSR journal of Business and Management	International Journal	J Gate, Crossreff, NASA, Google Scholar and others -	2012	-	Cited by 7
25	Micro Finance: Emerging Challenges and Opening Vistas , 18-26,	International IOSR journal of Business and Management	International Journal	J Gate, Crossreff, NASA, Google Scholar and others -	2012	-	-
26	Impact of Labour Law on Child Labour : A Case of Tourism Industry, pg 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 4
27	Tourism Industry Bristling with child labour : Opening Vistas and Emerging Challenges (Volume-2,	International journal of Physical and Social Sciences	International Journal	EBSCO, Research Gate, Researcher ID etc. -	2012		

	Issue-6, Page No- 384-402)						
28	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	-	-
29	Role of Microfinance to uplift the Economic condition of Women households in Haryana through SHG, Vol 46, issue 7, page no:29-32	Southern Economist	National Journal	-	2008	--	-

**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	Future Trends of Financial Inclusion	National Conference on "Contemporary Practices and Trends in Digital Marketing and Social Media	National	Kasturi Ram College of Higher Education	2019
2	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
3	Transforming Business Management through the services of travel	International Conference on Finance and Business Management	International	Society of Technical and Management Professional	2013

	and hospitality industry”				
4	An Analytical study :Relevance of Financial Inclusion for developing nations	BIT International Conclave 2013 Innovations in Engineering and Management	International	Birla Institute of Technology (Mesra) Patna Campus	2013
5	Transforming Business Management through International Economic Integration	International Conference on Innovative Ways Of Managing Business	International	Bharati Vidyapeeth Deemed University	2013
6	Myths and Realities of Micro Finance	Finance and Business Management	International Conference	Society of Technical and Management Professionals (STMP) , New Delhi, India	2012
7	Role of Foreign Direct Investment In India: An Analytical Study	FDI In India: Response and Challenge	National Conference	Shaheed Bhagat Singh College, University of Delhi	2012
8	Contemporary Issues in Business Management-A Case of Travel and Tourism	Contemporary Issues in Business Management	National Conference	Apeejay School of Management, New Delhi	2012
9	Micro-Finance : Issues and Challenges	Business Economics and Management	National Conference	R. P. Educational Trust Group of Institutions, Karnal, Haryana	2012
10	Agricultural & Rural Marketing - Challenges & Perspectives Ahead	National Conference on Emerging Issues in Marketing: Challenges & Perspectives	National Conference	Banarsidas Chandiwala Institute of Professional Studies	2011

#### 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

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

S No.	Title of Chapter (Page No.)	Name of Book	National/International	Year of Publication
1	Role of ICT in enhancing the efficiency of Human Resource Management	Emerging trends in big data, IoT and Cyber Security, published by	National	2020

		Maharaja Surajmal Institute		
2	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
3	Assuring Quality in Higher Education :Issues & Challenges(pg178-190)	Swachh Bharat :A road Map ahead to clean India	National	2018
4	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
5	An Evaluative Study of E-Commerce in India	Innovations in IT, Management & Education-Digital India Initiative, published by Maharaja Surajmal Institute	National	2015
6	Net Neutrality: The Future of Internet	Organizational Transformation in Merging Real and Virtual World, published by Maharaja Surajmal Institute	National	2015
7	Micro Finance: A strategic design for the bottom of Pyramid	Innovative Entrepreneurship to Minimize Carbon Footprints, published by Maharaja Surajmal Institute	National	2014
8	Financial Inclusion :A ray of hope for the poor	Emerging Paradigms in Management in the Era of Globalisation, published by Maharaja Surajmal Institute	National	2014
9	Innovation in Agricultural and Rural Marketing	Managing Innovations and talent in Highly Competitive Global Business Environment, published by Maharaja Surajmal Institute	National	2013
10	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 :

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




**14. Sponsored Project/Consultancy :**

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 : None**

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