



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 Asha Chaudhary
2. **Date of Joining:** August 1, 2009
3. **Present Position:** Assistant Professor
4. **Department:** BBA-I Shift
5. **Email ID:** ashachaudhary@msijanakpuri.com
6. **Profile:**

Your profile (glorify your work)

Has been an active academican, supervisor, programme coordinator, mentor, researcher for more than a decade. Has rich experience of over 15 years in core teaching. Conducting research and publishing papers in academic journals, interested areas like Human resource management and general management. Presently acting as a pre-placement incharge, enhancing and grooming students personality, soft skills, boosting confidence and preparing for placements.

7. Educational Qualification:

S No.	Degree (graduation onwards)	College and/ or University	Year
1.	Ph.D(Management)	IMSAR, Maharishi Dayanand University, Rohtak	2018
2.	M.Phil(Management)	Madurai Kamraj University	2008
3	MBA(HR and Finance)	DAVIM , Maharshi Dayanand University, Rohtak	2004
4	B.Com(Pass)	Kalindi College, Delhi University	2002

8. Employment Record (Latest First)

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1	1 st August,2009	till date	MSI, Janakpuri	Assistant Professor	12 years 3months
2	13 th August 2007	May 2008	MSI, Janakpuri	Lecturer	9months and 17 days
3	1 st August2006	20 th July 2007	DAVIM, Faridabad	Lecturer	11 months
4	7 th July 2004	30 th July 2006	DAVIM, Faridabad	Research Associate	2yrs and 29 days

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	Cybercrime : the transition of crime in the information era (Volume 2) Page 27-37	International Journal of Advanced Research in IT and Engineering,	International (Refereed Journal)	-		2013	6.79	
2	Microfinance : Ray of hope for poor families (Volume 3, Pg 70-84)	International Journal of Advanced Research in Management and Social Sciences	International (Refereed Journal)	-		2014	6.33	
3	Emotional intelligence and emotional labor: an empirical study on organized retail sector (49-52)	International Journal of Research in Commerce, IT and Management	International (Referred Journal)	-		2015	-	
4	Extroversion and emotional labour: a study on organized retail sector (50-54)	International Journal of Research in Commerce & Management ...	International (Referred Journal)	-		2017	-	
5	Impact of Covid-19 on Hospitality Industry	Parichay	National Journal			2020		
6	Emotional Labour and Service Sector	Shodh Sanchar Bulletin				2020		
7	Management Information System in Business Decision-Making	International Journal of Engineering				2021		
8	Conceptual Analysis of Employer Branding	International Journal of Interdisciplinary Innovative Research & Development	International Journal			2021	5.222	

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	Emotional Labour	Management Of Environmental Risks And Uncertainties In The Contemporaneous Business Milieu	International Conference Proceedings	Maharaja Surajmal Institute	2011
2	A story Behind a smile in service Business : Emotional Labour and its outcomes	Managing Innovations And Talent In Highly Competitive Global Business Environment	International Conference proceedings	Maharaja Surajmal Institute	2013
3	Commercialization of Human Feelings-IT Sector	Current Scenario And Emerging Trends In Information Technology	National Conference Proceedings	Maharaja Surajmal Institute	2013
4	New Perspectives in Education System	Paradigm Shift From Developing To Developed India Through Digitalization	National Conference proceeding	Maharaja Surajmal Institute	2017
5	Industrial Revolution: Current Practices and Challenges	India's Yes To Mega Reforms: Issues, Challenges And Implications (Future Of Work & 4th Industrial Revolution	National Conference Proceeding	Maharaja Surajmal Institute	2019
6	Current and Future Marketing trends in marketing discipline	India's Yes To Mega Reforms: Issues, Challenges And Implications (Future Of Work & 4th Industrial Revolution	National Conference Proceeding	Maharaja Surajmal Institute	2019
7	Enhancement of Quality in Higher Education	"Quality Assurance In Higher Education: Practices And Issues"	National Conference Proceeding	Maharaja Surajmal Institute	2019
8	Indian Higher Education-A Journey with	"Quality Assurance In Higher Education: Practices And Issues" "Quality Assurance In Higher Education: Practices And Issues"	National Conference Proceeding	Maharaja Surajmal Institute	2019
9	"A Literature Analysis of Personnel Diverseness on Business Output"	Young Researchers' International Conference	International Conference/ Paper presented	Directorate, International Affairs, GGSIPU, Delhi & Jean Monnet Module and Centre for European Studies, JNU, Delhi.	2021

11. Book Chapters in National and International Books

S No.	Title of Chapter (Page No.)	Name of Book	National/ International	Year of Publication
1	Emotional Labour in education	Vision for the Faculty Development Programme An	National	2012

		Education Perspective		
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