



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. Sarita Chaudhary
2. **Date of Joining:** 02/11/2022
3. **Present Position:** Associate Professor and Head of MBA department
4. **Department:** MBA
5. **Email ID:** saritachaudhary@msijanakpuri.com
6. **Profile:**

Your profile

Educationist, visionary leader with more than 20 years of teaching and Industrial experience at College, University, and Industry level. Distinguished record of launching new programs, publications, preparing course structure, program structure at college and University level. Dedicated partner to university programs and outreach academic events that help promote learning and support students and Management.

- Member, Board of Studies, School of Business, Galgotias University
- Research Guide, Galgotias University
- Member All India Management Association (Membership ID: M 202011119)

7. Educational Qualification:

S No.	Degree (graduation onwards)	College and/ or University	Year
1.	Ph.D	Chaudhary Charan Singh University, Meerut	2013
2.	MBA	Dr. Bhim Rao Ambedkar University, Agra	2000
3	B.SC	Chaudhary Charan Singh University, Meerut	1998

NET Exempted as Ph.D registered prior to the UGC regulations 2009

8. Employment Record (Latest First)

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1	02/11/ 2022	Till date	Maharaja Suraj Mal Institute, New Delhi	Associate Professor	5 months
2	29/08/2018	12/01/2022	Galgotias University, Greater Noida	Professor and Program Chair (Head of Automotive Management, MBA & BBA program)	3.5

3	17/08/2015	30/12/2017	Skyline Institute of Engineering and Technology (Now Lloyd Institute of Engineering and Technology) Greater Noida	Professor and Head of MBA department	2.5
4	20/06/2014	03/07/2015	Greater Noida Institute of Business Management, Greater Noida	Professor & Director	1.1
5			IIMT Group of Colleges, Greater Noida	Associate Professor, MBA, PGDM	3.5
6	1/07/2008	10/01/2011	Vivekanand Institute of Technology and science, Ghaziabad	Lecturer, MBA	2.6
7	15/07/2006	30/06/2008	HLM Group of Colleges, Ghaziabad	Lecturer, BBA,	2.0
8	01/03/2005	30/06/2006	Tulsi Academy of higher education, Ghaziabad	Lecturer, BBA	1.2
9	01/02/2003	30/12/2004	Q Fab Knits Pvt Ltd, Noida	Business development officer	1.10
10	01/01/2001	31/12/2002	Sheela foam Industries	Sales promotion officer	2.0

9. Best 10 Research Papers with citations in National and International Journals

S No.	Title of Paper (Vol and Page No.)	Name of Journal	National/ International	SCI/ SCIE/ SSCI/ ESCI/ SCOPUS/ UGC Care	Year of Publication	Impact Factor	No. of Citations
1	“Psychological consequences of social media usage: A case of University students’ perception” Manager-The British Journal of Administrative Management, ISSN: 1746 1278, Volume 59, Issue 158, Jan 2023, pp 124-132	Manager-The British Journal of Administrative Management	International	ABDC Journal (C category)	2023	7.45	
2	“A Qualitative Analysis of Zoomer’s Perception of Social Network Sites in India” January 31, 2022, Philosophical	Philosophical Readings	International	SCI/SCOPUS/DOAJ	2022	SCImago Journal Rank (0.1)	

	Readings XIII.4 (2021), ISSN:20364989 pp. 3323-3328						
3	cloud computing and e-commerce based entrepreneurship, Publisher: IEEE, INSPEC Accession Number: 21463987 publication year:2021, page(s):1468 - 1474	Proceedings of IEEE https://ieeexplore.ieee.org/document/9591756	International	SCI/SCOPUS	2021	14.91 and SCImago Journal Rank 2.38	03
4	<i>Maximizing Performance of Apparel Manufacturing Industry Through CAD adoption</i> ", International Journal of Engineering Business Management, Sage Journal,	International Journal of Engineering Business Management. Publisher: ELSEVIER https://journals.sagepub.com/doi/full/10.1177/1847979020975528 .	International	ESCI/SCOPUS/World CAT/EBSCO/	2020	Scopus cite score 4.5 SCImago Journal Rank 0.541	10
5	<i>Mechanics of environmental concern of car buyers in India</i> , materials today: PROCEEDINGS publisher: ELSEVIER, Volume 37, Part 2, 2021, Pages 2247-2251	Materialstoday: PROCEEDINGS S Publisher: ELSEVIER https://www.sciencedirect.com/science/article/pii/S2214785320358235	International	SCI/SCOPUS/INSPEC	2020	SCImago Journal Rank 8.071	02
6	"Study of green advertisements in Indian automobile sector for environmental sustainability", Materials Science and Engineering,	Materials Science and Engineering, Publisher: IOP publishing, DOI: 10.1088/1757899X/1091/1/0120	International	SCI & SCOPUS	2021	SCImago Journal Rank (SJR) 0.249	

	volume 1091, ISSN: 17578981, 1757899X	15					
7	<i>Relevance of Social Media for Employability of Graduating Students: Lessons from Literature Review</i> ” Journal of University of Shanghai for Science and Technology ISSN: 1007-6735	Journal of University of Shanghai for Science and Technology https://www.scopus.com/sourceid/14040	International	SCI & SCOPUS	2021	SCImago Journal Rank (SJR) 0.113	
8	<i>Exploring the perspective of graduating students about social media utility in employability</i> ” Journal of Social Sciences, Kuwait, E-ISSN:0975-8935, P-ISSN: 0253-1097,	Journal of Social Sciences, Kuwait	International	SCOPUS	2020	Cosmos impact 6.120	
9	<i>Emerging issues of Management education in India</i> , VSRD International Journal of Business and Management Research, Volume I, issue no-03, May 2011, E-ISSN: 2231-248X, p-ISSN: 2319-2194	VSRD International Journal of Business and Management Research	International	Google Scholar UGC till 2016 UGC Journal id 43329	2011	Scientific impact factor 4.791	22

10	<i>Demonetization in India and its impact on Indian economy</i> ". E-ISSN: 2231-248X, p-ISSN: 2319-2194	VSRD International Journal of Business and Management Research	International	Google Scholar UGC till 2016 UGC Journal id 43329	2016	Scientific impact factor 4.791	

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	"Factors Affecting the Adoption of Technological Innovation in textile Industry	International Conference on Management and Technology	International	DCTM, Palwal	2020
2	Post Covid Challenges before textile industries in India	National online seminar on opportunities and challenges in the growth of industries in India-Post Covid 19	National	DCTM, Palwal	2020
3	Effective implementation of Change management"	National Seminar on "Change Management"	National	Skyline Institute of Engineering and Technology	2017
4	"Current Issues and Policy Implications of Management Education in India	National Conference of Management Education and Entrepreneurship Development	National	Skyline Institute of Engineering and Technology	2016
5	<i>Management practices in Non-Government Organizations</i>	National Conference on Management practices in sustainable Development	National	IIMT College of Management, Greater Noida	2012
6	<i>Growth, Development and Quality issues in Management Education in India</i>	National Seminar on Challenges of Modern Management education	National	IIMT College of Management	2011

7	<i>Consumer perception towards savings and investment</i>	National Seminar on Investment strategies for individual Investors	National	IEC College of Engineering and Technology, Greater Noida	2010
8	Brand Management paradigm	National Seminar on Changing Management paradigms: Challenges and opportunities	National	Raj Kumar Goel Group of Institutions, Ghaziabad	2009
9	Role of higher educational Institutions in sustainable development in India	National Seminar on “Education Goal towards Sustainable development”	National	VITS, Ghaziabad	2009

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	Business Research	Thakur Publication	National	ISBN: 978-93-5480-958-3	2023
2	Editor in Chief of Proceeding of Management education and Entrepreneurship development	Excellent Publishing House	National	ISBN: 978-93-84935-93-1	2016

12. Patent / Copyright :

S No.	Title of Patent/Copyright	Applicants	Patent /copyright number and Year
1	System of a smart IOT-based automatic health care and monitoring	1. Dr. Satendar Singh 2. Dr. Sarita Chaudhary 3. Dr. Kasturi Sahay	202021047597A, 2021
2	A supply chain management and control system	1)Dr. Sarvesh PS Rajput 2)Dr. Satendar Singh 3)Dr. Sarita Chaudhary	No.202021047587 A 2020

13. 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
1	Ripu Daman Gaur	Personal branding and employability: A perspective of engineering and management graduates	Galgotias University	Thesis submitted 2023	Supervisor

2	Ms. Priyanka Chauhan	Women Entrepreneurship with special reference of Small Medium Industries	Galgotias University	Pre-submission	Supervisor
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14. Membership of Professional Bodies : None

S No.	Name of the Professional Body	Member/Fellow (Membership No.)	Remarks
1	Member All India Management Association	(Membership ID: M 202011119)	