



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. Shavita Deshwal
2. **Date of Joining:** 01 August 2008
3. **Present Position:** Associate Professor
4. **Department:** Department of Business Administration
5. **Email ID:** shavitadeshwal@msijanakpuri.com
6. **Profile:**

Your profile

Dr. Shavita Deshwal is currently an Associate Professor, Department of Business Administration, Maharaja Surajmal Institute, New Delhi. She is Ph.D. in Marketing with specialization in Service Marketing. She has thirteen years of experience in academics. She has published several papers in national and international journals and attended various national and international level conferences. Her areas of interest include employee well-being, academic leadership and conscious leadership.

7. Educational Qualification:

| S No. | Degree (graduation onwards) | College and/ or University | Year |
|-------|-----------------------------|-------------------------------|------|
| 1. | B..Com | KUK, Kurukshetra | 1997 |
| 2. | M.Com | MDU, Rohtak | 1999 |
| 3. | B.Ed. | MDU, Rohtak | 2003 |
| 4. | M. Phil | Madurai Kamraj University | 2008 |
| 5. | Ph.D | SVU University. Uttar Pradesh | 2015 |

8. Employment Record (Latest First)

| S No. | From [Month & Year] | To [Month & Year] | Employer Name | Positions Held | No of Years |
|-------|---------------------|-------------------|--|---------------------|---------------|
| 1. | April 2016 | Till Now | Maharaja Surajmal Institute | Associate Professor | 4.6 Yrs. |
| 2. | 2009 | 2010 | IGNOU Study Center MBA Programme (at Maharaja Surajmal Institute) | Academic Counselor | Aprox. 1 year |
| 3. | August 2008 | April 2016 | Maharaja Surajmal Institute | Lecturer | 7.8 ½ Yrs. |
| 4. | April 2007 | July 2008 | Royal Broadcasting Equipment Pvt. Ltd. | Manager | 1.4 Yrs |
| 5. | May 2003 | April 2006 | Royal Broadcasting Equipment Pvt. Ltd. | Manager | 3 Yrs |

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|----|-----------|------------|---|-------------------|----------|
| 6. | July 2001 | March 2002 | Lingaya's Institute Management & Technology | Lecturer | 9 Months |
| 7. | May 1999 | May 2001 | Guru Nanak Dev Girls Senior Secondary School, Hisar | Commerce Lecturer | 2 Yrs |

9. Research Papers in National and International Journals

| S No. | Title of Paper (Vol and Page No.) | Name of Journal | National/ International | SCI/S CIE/SS CI/ ESCI | Scopus/ Journals of UGC listed | Year of Publication | Impact Factor | No. of Citations |
|-------|--|---|-------------------------|-----------------------|--------------------------------|---------------------|---------------|------------------|
| 1. | Digital Transformation: A Bibliometric Analysis (Volume 12) Pg.369-380 | Turkish Online Journal of Qualitative Inquiry | International | | Scopus | 2021 | .81 | |
| 2. | Facilitating Supplies of Digital Transformation: Data Sharing & Data Culture (Volume 12) Pg 3837-3841 | Turkish Journal of Computer & Mathematics Education | International | | Scopus | 2021 | | |
| 3. | Impact of Customer Relationship Management (CRM) on Customer Satisfaction and Loyalty- An Empirical Study (Volume 2021) Pg 3454-3468 | Linguistica Antverpiensia | International | | Scopus | 2021 | .735 | |
| 4. | Academic Dishonesty and Undergraduate Students: A Comparative Study (Volume 13)Pg 117-120 | PIMT Journal of Research | National | | UGC Listed | | | |
| 5. | Experiencing Work Related Stress(Volume 3) Pg. 192-193 | International Journal of Multidisciplinary Research and Development | International | | | 2016 | 5.74 | |
| 6. | Discovering Service Quality in Retail Grocery Stores: A Case Study of Delhi (Volume 2) Pg.484-486 | International Journal of Applied Research | International | | | 2016 | 5.2 | |
| 7. | Views on Different Facets of Women Empowerment (Volume 2) Pg. 397-398 | International Journal of Multidisciplinary Research and Development | International | | | 2015 | 5.742 | |
| 8. | Understanding the Youth for Embracing Rural | International Journal of Applied Research | International | | | 2015 | 5.2 | |

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|----|---|---|---------------|--|--|------|--------|---|
| | Entrepreneurship as a Career(Volume 1) Pg. 579-581 | | | | | | | |
| 9 | Evaluating Service Quality in Different Hyper Stores (Volume 2) Pg.79-82 | International Journal of Arts Humanities and Social Sciences | International | | | 2015 | 3.5930 | |
| 10 | Impact of Entrepreneurial Courses on Entrepreneurial Inclination among Students(Volume 2) Pg. 65-68 | International Journal of Economics Commerce and Business Management | International | | | 2015 | 3.9581 | |
| 11 | Impact of Interpersonal Skills Training on Emotional Control (Volume 1) Pg 100-101 | International Journal of Applied Research | International | | | 2015 | 5.2 | |
| 12 | Measuring Service Quality in Super Stores(Volume I) Pg. 1-2 | International Journal of Applied Research | International | | | 2015 | 5.2 | |
| 13 | Cognizance among Students for Environment (Volume I) Pg. 887-888 | International Journal of Applied Research | International | | | 2015 | 5.2 | 1 |
| 14 | Flaring Retail Sector: Facets and Challenges(Volume I) Pg. 689-691 | International Journal of Applied Research | International | | | 2015 | 5.2 | |
| 15 | Understanding Customer Choice for Selecting an Apparel Store(Volume II) Pg. 52-53 | International Journal of Multidisciplinary Research and Development | International | | | 2015 | 5.742 | |
| 16 | Impact of Stress Management Training Sessions on Stress Control(Volume II) Pg. 1-2 | International Journal of Multidisciplinary Research and Development | International | | | 2015 | 5.742 | |
| 17 | Role of Stress Management Courses: A Case Study of Banking Sector Employees(Volume II) Pg. 684-685 | International Journal of Multidisciplinary Research and Development | International | | | 2015 | 5.742 | 1 |
| 18 | Getting Deep Insight of Service Quality Models(Volume II) Pg. 672- 673 | International Journal of Multidisciplinary Research and Development | International | | | 2015 | 5.742 | |
| 19 | A Conceptual Study | International | International | | | 2015 | 5.2 | 1 |

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|----|--|---|---------------|--|--|------|--------|---|
| | of Social Entrepreneurship (Volume I) Pg. 975-977 | Journal of Applied Research | | | | | | |
| 20 | A Comparative Study of Customer Satisfaction in Hyper Stores and Super Stores(Volume I) Pg. 833-834 | International Journal of Applied Research | International | | | 2015 | 5.2 | |
| 21 | Digging Reasons of Past Success Stories of Regional Brands(Volume I) Pg. 424-425 | International Journal of Applied Research | International | | | 2015 | 5.2 | |
| 22 | The Rise of E-HRM(Volume I) Pg.1074-1076 | International Journal of Applied Research | International | | | 2015 | 5.2 | 2 |
| 23 | Impact of Gender and Types of Stores on CRM(Volume I) Pg.662-663 | International Journal of Applied Research | International | | | 2015 | 5.2 | |
| 24 | A Study of Job Satisfaction in Relation to Employee Engagement(Volume I) Pg.303-304 | International Journal of Applied Research | International | | | 2015 | 5.2 | 7 |
| 25 | Impact of Gender on Customer Satisfaction for Service Quality: A Case Study of Hyper Stores(Volume II) Pg. 596-599 | International Journal of Multidisciplinary Research and Development | International | | | 2015 | 3.762 | |
| 26 | Effect of Training Programme on Public Sector Banks(Volume II) Pg. 60-63 | International Journal of Arts Humanities and Social Sciences | International | | | 2015 | 3.5930 | |
| 27 | Customer Satisfaction in Hyper Market Stores(Volume II) Pg.30-37 | International Journal of Economics Commerce and Business Management | International | | | 2015 | 3.9581 | |
| 28 | Evaluating the Role of Income in Selection of Organized Retail Grocery Stores(Volume II) Pg. 26-29 | National Journal of Arts Commerce and Scientific Research Review | National | | | 2015 | 2.1762 | |
| 29 | Comparing Customer Satisfaction in Hyper Stores in Different Parts of Delhi (Volume I) Pg.748-750 | International Journal of Applied Research | International | | | 2015 | 5.2 | |

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|-----|--|---|---------------|--|--|------|--------|---|
| 30 | Green Accounting and Practices(Volume I) Pg. 683-684 | International Journal of Applied Research | International | | | 2015 | 5.2 | 1 |
| 31 | Occupational Stress Among Banking Sector(Volume I) Pg. 132-135 | International Journal of Applied Research | International | | | 2015 | 5.2 | 9 |
| 32 | Job Satisfaction and Training of Employees(Volume I) Pg. 774-775 | International Journal of Applied Research | International | | | 2015 | 5.2 | 4 |
| 33 | A Study of Attitude of Managers and Workers Towards Organizational Citizenship Behavior(Volume I) Pg. 712-714 | International Journal of Applied Research | International | | | 2015 | 5.2 | |
| 34 | Comparing Different Dimensions of Service Quality in Hyper Stores and Super Stores(Volume I) Pg. 652-653 | International Journal of Applied Research | International | | | 2015 | 5.2 | |
| 35 | Assessing Stress Among Working Women(Volume II) Pg. 161-162 | International Journal of Multidisciplinary Research and Development | International | | | 2015 | 3.762 | |
| 36. | Evaluating the Effect of Emotional Intelligence on Productivity(Volume II) Pg. 440-442 | International Journal of Multidisciplinary Research and Development | International | | | 2015 | 3.762 | |
| 37. | An Insight into the Proclivity for Green Products(Volume II) Pg. 95-103 | International Journal of Arts Humanities and Social Sciences | International | | | 2015 | 3.5930 | |
| 38. | Work Life Balance among Legal Practitioners(Volume II) Pg. 194-197 | International Journal of Economics Commerce and Business Management | International | | | 2015 | 3.9581 | |
| 39. | Employee Retention-Perspective of Employees(Volume I) Pg.344-345 | International Journal of Applied Research | International | | | 2015 | 3.4 | 5 |
| 40. | Emotional Competencies of Teachers(Volume I) Pg. 299-301 | International Journal of Applied Research | International | | | 2015 | 3.4 | |
| 41. | A Study on Stress Among Nurses(Volume I) Pg.253-255 | International Journal of Applied Research | International | | | 2015 | 3.4 | |
| 42. | A Comparison of Customer Satisfaction Between | International Journal of Applied Research | International | | | 2015 | 3.4 | |

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|-----|--|--|---------------|--|--|------|--------|----|
| | Hyper Stores and Convenience Stores((Volume I) Pg. 153-154 | | | | | | | |
| 43. | An Insight into Counterproductive Work Behavior(Volume II) Pg. 704-704 | International Journal of Multidisciplinary Research and Development | International | | | 2015 | 3.762 | |
| 44. | A Comparison of Emotional Intelligence between Government and Private Sector Employees(Volume I) Pg. 177-178 | International Journal of Applied Research | International | | | 2015 | 3.4 | 10 |
| 45. | Leadership Skills of Male and Female Students (Volume I) Pg. 127-128 | International Journal of Applied Research | International | | | 2015 | 3.4 | |
| 46. | Impact of Emotional Intelligence on Employee Engagement(Volume II) Pg .255-256 | International Journal of Multidisciplinary Research and Development | International | | | 2015 | 3.672 | 2 |
| 47. | Measuring Environmental Awareness(Volume II) Pg. 35-39 | Refereed International Journal of Interdisciplinary Studies and Research | International | | | 2015 | | |
| 48. | Gauging Organizational Commitment(Volume V) Pg. 148-152 | Refereed Journal of Academicians, Society and Politics | Refereed | | | 2015 | | |
| 49. | Strategies for Managing Stress(Volume I) Pg. 109-111 | International Journal of Applied Research | International | | | 2015 | 3.4 | |
| 50. | A Study of Environmental Awareness among School Teachers(Volume II) Pg.88-91 | National Journal of Arts Commerce and Scientific Research Review | National | | | 2015 | 2.1762 | |
| 51. | Measuring Emotional Quotient(Volume I) Pg .141-143 | International Journal of Applied Research | International | | | 2015 | 3.4 | |
| 52. | Expanding Souk of Green Products(Volume V) Pg. 29-34 | Uttar Pradesh Journal of Social Science Research, | | | | 2014 | | |
| 53 | Organizational Citizenship Behaviour-An Empirical Study(Volume I) Pg. 79-86 | Refereed Journal Vidya Vimarsha, | Refereed | | | 2014 | | |

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|-----|---|--|---------------|--|--|------|------|--|
| 54. | Work Force Diversity- A Perspective of Employees and Students(Volume I) Pg.106-108 | International Journal of Applied Research | International | | | 2014 | 3.4 | |
| 55. | A Study of Values Among Principles(Volume I) Pg. 69-70 | International Journal of Applied Research | International | | | 2014 | 3.4 | |
| 56. | Agri-Preneurship- Tool For Empowering Rural People(Volume I) Pg.77-81 | International Journal of Arts Humanities and Social Sciences | International | | | 2014 | | |
| 57. | Role of Occupation in Selection of Organized Retail Stores (Volume I) Pg. 158-164 | International Journal of Economics Commerce and Business Management | International | | | 2014 | 1.57 | |
| 58. | Comparative Study of Emotional Competence Among Employees(Volume I) Pg. 81-85 | International Journal of Economics Commerce and Business Management | International | | | 2014 | 1.57 | |
| 59 | Understanding the Impact of Mental Health on Commitment Level of Teachers(Volume I) Pg 83-88 | International Journal of Arts Humanities and Social Sciences | International | | | 2014 | | |
| 60 | Measuring Leadership Qualities Among College Students(Volume I) Pg.33-38 | International Journal of Law Finance and Industrial Relations | International | | | 2014 | | |
| 61. | A Comparative Study of Emotional Intelligence between Male and Female Employees(Volume I)Pg. 80-85 | International Journal of Arts Humanities and Social Sciences | International | | | 2014 | | |
| 62. | Green Human Resource Management-Need of the Hour (Volume I) Pg. 171- 176 | International Journal of Economics Commerce and Business Management | International | | | 2014 | | |
| 63. | Comparing Employee Resistance for Government and Private Sector Employees (Volume I) Pg. 231-236 | International Journal of Economics Commerce and Business Management | International | | | 2014 | | |
| 64. | Women Empowerment: Barriers and | International Journal of Law Finance and | International | | | 2014 | | |

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| | Strategies (Volume I) Pg.52-57 | Industrial Relations | | | | | | |
| 65. | Finding the Role of Age Group in Selection of a Grocery Store (Volume I) Pg. 139-144 | International Journal of Arts Humanities and Social Sciences | International | | | 2014 | | |
| 66. | A Study of Shift of Consumer Preferences from Unorganized Retail Stores to Organized Retail Stores (Volume II) Pg. 51-63 | Refereed International Journal of Development Studies and Research | International | | | 2013 | | |
| 67. | An Exploratory Study of Sales Promotion Techniques in Apparel Organized Retail Sector (Volume I) Pg. 48-55 | SPT Journal of Academicians | | | | 2013 | | |

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. | Big data in People Analytics : The New HR Imperative | Emerging Trends in Big Data ,IOT& Cyber Security | National Conference | Maharaja Surajmal Institute | 2020 |
| 2. | Industrial Revolution 4.0:Opportunities & Challenges | India's Yes to Mega Reforms: Issues Challenges and Implications | National Conference | Maharaja Surajmal Institute | 2019 |
| 3. | Indian Education System: Challenges and Suggestions | Quality Assurance in Higher Education: Practices and Issues | National Conference | Maharaja Surajmal Institute | 2019 |
| 4. | Quality Affirmation in Advanced Education : A Survey of Literature | Quality Assurance in Higher Education: Practices and Issues | National Conference | Maharaja Surajmal Institute | 2019 |
| 5. | Convergence of Digital India and Startup India: Exploring Entrepreneurial Intentions among Students | Paradigm Shift from Developing to Developed India through Digitalization | National Conference | Maharaja Surajmal Institute | 2017 |
| 6. | Incubating Organizational Change Through Employee Engagement | Organizational Transformation in Merging Real and Virtual World | National Conference | Maharaja Surajmal Institute | 2015 |
| 7. | Impact of Emotional Intelligence on Employee's Performance | Innovations in IT , Management& Education-Digital India Initiative | National Conference | Maharaja Surajmal Institute | 2015 |

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| 8. | Fluorosis in India with special reference to Delhi | Innovative Entrepreneurship to Minimize Carbon Footprints | International Conference | Maharaja Surajmal Institute | 2014 |
| 9. | Unleashing Entrepreneurial Education Influence on University Students | Innovative Entrepreneurship to Minimize Carbon Footprints | International Conference | Maharaja Surajmal Institute | 2014 |
| 10. | Awareness and Perception for Green Products: A Case Study of Delhi(In Absentia) | Eco Investment and Innovation for Inclusive Green Growth | International Conference | Kurukshetra University | 2014 |
| 11. | Customer Relationship Management and Stores Performance | Innovative Trends in Information Processing and Management | National Conference | Maharaja Surajmal Institute | 2014 |
| 12. | Customer Preference towards Organized Retail Stores | Emerging Paradigms in Era of Globalization | International Conference | Maharaja Surajmal Institute | 2014 |
| 13. | Quality Issues in Data Warehouse | Current Scenario and Emerging Trends in Information Technology | National Conference | Maharaja Surajmal Institute | 2013 |
| 14. | Corporate Social Responsibility :The New Reality of Business | Managing Innovations and Talent in the Highly Competitive Global Business Environment | International Conference | Maharaja Surajmal Institute | 2013 |
| 15. | Data Mining in Business | Management of Environmental Risk and Uncertainties in the Contemporaneous Business Milleu | International Conference | Maharaja Surajmal Institute | 2011 |
| 16. | Changing Headwinds in Strategic Leadership Landscape : Impact and the Road Ahead | Strategies and Innovations for Sustainable Development in Organizations | International Conference | USMS, GGSIP University | 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 |
|-------|--|---|-------------------------|---|---------------------|
| 1. | Service Quality in Retail Grocery Stores | M/S Global Books Organisation ,Saraswati House, | National | - | 2016 |
| 2. | Business Environment | Vayu Education of India | National | - | 2016 |
| 3. | Innovative Entrepreneurship to Minimize Carbon Footprints(Book Edited) | Excellent Publishing House | National | - | 2014 |

12. Research Scholars (M.Tech/ M.Phil/Ph.D. Thesis Supervised) :

| S. No. | Full Name of the student | Title of Thesis | Name of the host University | Year of Awarded | Supervisor/ Co-supervisor |
|---------------|---------------------------------|--|---|------------------------|----------------------------------|
| 1. | Ritu Grover | Factors Affecting Consumer Choice for online shopping over in-stores shopping(Phd. Thesis) | Manav Rachna International Institute of Research & Studies, Faridabad | 2019 | Joint Supervisor |