



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. ANITA SHARMA
2. **Date of Joining:** 01-08-2006
3. **Present Position:** ASSOCIATE PROFESSOR
4. **Department:** BBA
5. **Email ID:** anitasharma@msijanakpuri.com
6. **Profile:**

Your profile (glorify your work)

Dr. Anita Sharma is working as Associate Professor in “Maharaja Surajmal Institute”, Janakpuri, New Delhi affiliated to “Guru Gobind Singh Indraprastha University”. She is serving this institute since 2006. She has worked as Head of the Department of Business Administration Shift-II, Programme Coordinator of the Department of Business Administration Shift-II and also as a class coordinator. She has worked as a Committee Convener and members of various committees of Maharaja Surajmal Institute. She has authored two reference books. Her qualification is M.Com MBA Ph.D. UGC NET. She has done her Graduation, Post-Graduation, Ph.D. in Commerce from University of Allahabad, Allahabad, UP & among the youngest PhD holder. She is also UGC Net in Commerce. She has an experience of more than 19 years of teaching both post-graduate and under-graduate courses. She has an excellent record in research and publications. She has presented 35 plus research papers in various National and International Seminars Conferences. Her publication work comprises of 99 research papers in various reputed National and International Journals and conference Proceedings. She is also working as Reviewer of JM International Journal of IT & Management; Member of Editorial Board Panel of Associated Asia Research Foundation; and Life Time Member of All India Commerce Association. She has worked as a counsellor in IGNOU Distance learning programme, Paper Setter and external examiner as well.

7. Educational Qualification:

S No.	Degree (graduation onwards)	College and/ or University	Year
1	B.COM	University of Allahabad	1998
2	M.COM	University of Allahabad	2000
3	UGC NET (COMMERCE)	N/A	2014
4	Ph. D *(COMMERCE)	University of Allahabad	2005
5	Any Other (MBA in HR)	IGNOU	2011

6	Online 8 Week certificate course on Marketing Research and Analysis	NPTEL	2019
7	Online 12 Week certificate course on Working Capital Management	NPTEL	2019
8	Advance Course in Computer Applications	NIIT	1998

8. Employment Record (Latest First)

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1	01-01-2021	Till Date	Maharaja Surajmal Institute	Associate Professor	03years5months
2	04-08-2011	31-12-2019	Maharaja Surajmal Institute	Reader	08years5months
3	01-08-2006	03-08-2011	Maharaja Surajmal Institute	Assistant Professor	05 years
4	14-04-2005	01-07-2006	ICFAI National College	Assistant Professor	1 years 4months

9. Research Papers in National and International Journals

S No.	Title of Paper (Vol and Page No.)	Name of Journal	National/ International	SCI/ SCIE/ SSCI/ ESCI/ SCOP US/ UGC Care	Year of Publication	Impact Factor	No. of Citations
1	Exploring HR Practices for TQM in Business,, Volume 31, 79–87 Copyright © 2023 Published under exclusive Limited ISSN: 1877-6361/doi:10.1108/S1877-636120230000031008	Technology, Management and Business, Advanced Series in Management licence by Emerald Publishing	International Journal	SCOPUS	2023		
2	HRIS- Challenges, Obstacles and Implementation, , p.p.49-53, Vol-5, Issue-1,ISSN(O):2581-7515,	Parichay:Maharaja Surajmal Institute Journal of Applied Research	National		Jan2022-June 2022		
3	"Industrial Revolution 4.0 & Education", Vol. 36, No. (VIII) ISSN 0976-0822,	Kalyan Bharti Journal of Indian History & Culture	International Journal	UGC CARE LIST GROUP 1	2021	IF 5.90	
4	"Research on collaborative innovation of E-Commerce Business Model for Commercial Transactions":Volume32 Issue3,pp 787-794, e-ISSN ,2651-446X	Turkish Journal of Physiotherapy and Rehabilitation	International Journal	Scopus Indexed journal	2021		
5	"Sustainable Development through Green Marketing"Volume6,Issue2 (XXII),pp- 116-123,,ISSN 2394-7780	International Journal of Advanced Research & Innovative Research	International Journal	UGC Journal No:6357 1	April-June 2019	IF- 7.36	
6	Women Employees and their Work life Balance' Vol-7, Issue-3, pp1-7 ISSN: 2321-1709	'GE International Journal of Management Research	International		Mar-19	IF- 5.779	

7	Crypto currency-Evolution, Impacts and Future in India Vol-6, Issue-12, pp44-50 ISSN: 2321-1709	'GE International Journal of Management Research	International		Dec-18	, IF-5.779	
8	Indian Higher Education System- An Overview,ISSN: 2321-1709 Vol-6, Issue-12, pp44-50	'GE International Journal of Management Research	International		Dec-18	, IF-5.779	368 views
9	Autonomy in Higher Education ISSN: 2321-1709 Vol-6, Issue-10, pp1-8	'GE International Journal of Management Research	International		Oct-18	, IF-5.779	
10	Educating Life skills to adolescents SSN: 2321-1709 Vol-6, Issue-9, pp74-81	'GE International Journal of Management Research	International		September 2018.	, IF-5.779	
11	Effective listening – Theory to Practice VOL05, Issue 03, ISSN:2394-270,pp 133-139	Journal of Management Research and analysis (JMRA),	International		September 2018.	IF-4.878	
12	GST- Finally Implemented Volume 4, Issue 9, ISSN 2394 – 3386	International Journal of Engineering Technology Science and Research	International		September 2017.		
13	GST- On the path of final implementation, ISSN: 2321-1709 Vol-5, Issue-1, pp 100-107	'GE International Journal of Management Research	International		Jan-17	IF-5.779	
14	Working Capital Structure and Liquidity Analysis-An Empirical Research in Indian Pharmaceutical Industry	Asian Journal of Human Development and Livelihood ISSN: 2250-3161Vol. 5, pp 42-56	International		Mar-16		
15	Banks' NPA control through forensic Audit s, ISSN: 2278-6236, Vol. 5, 76-83	International Journal of Advanced Research in Management and Social Sciences	International		Aug-16		1
16	Indian Accounting Standard – An Indian Version of IFRS ISSN: 2278-6236, Vol. 5,issue 7, 32-40	International Journal of Advanced Research in Management and Social Sciences	International		May-17		1
17	Paradigm shift in Women Entrepreneurship in India ISSN: 2278-6236, Vol. 5, 199-204	International Journal of Advanced Research in Management and Social Sciences	International		May-16		1
18	GST-A New beginning in Indian Financial System ISSN: 2278-6236,Vol-5,35-42	International Journal of Advanced Research in Management and Social Sciences	International		Nov-16		
19	Rising NPAs-An Alarming Bell ISSN: 2277-4262, 148-157	International Multidisciplinary e-journal, an international peer reviewed, Refereed journal	International		2015	SJIF-4.081	
20	Human Talent Accounting in India Vol III, Issue VI, ISSN: 2277-8721, 20-26	Electronic International Interdisciplinary Research Journal (EIIRJ)	International		2015	IF:0.987	
21	Frauds in India and Forensic Accounting Vol- 2, ISBN: 1-63102-449-3014, 291-302	International Journal of Research and Development in Technology and Management Sciences	International		2014		
22	Women Entrepreneurship in India – A Weapon for Poverty Elimination ISSN: 2277-8721,PP 10-18	Electronic International Interdisciplinary Research Journal (EIIRJ)	International		2014		

23	Women Empowerment in India ISSN No.2321-1709, 103-110	GE International Journal of Management Research, and Open Access International e-Journal-included in the International Serial Directories, A Monthly Double –Blind Peer reviewed Refereed	International		2014	IF-3.142	
24	Women Entrepreneurship In India: Need And Challenges, ISSN: 2348-9413, 84-93	International Journal of Recent Trends in Management, Commerce, Accountancy, Economics, Public Administration, Law and Allied Researches, Peer Reviewed (Refereed) (Online)	International		2014		
25	"Forensic Accounting –A New Weapon to Control Frauds"ISSN:(2321-1709), 118-124	International Journal of Management Research Open Access International e Journal Included in the International Serial Directories, A Monthly Double Blind Peer Reviewed Refereed	International		2014		
26	A Case study on the successful journey of Just Dial Company ISBN: 978-1-63102-445-0, pp 440-448	International Journal of Research Development Technology and Management Sciences, Double Blind Peer Reviewed	International		2014		
27	Corporate Social Responsibility – From Responsiveness to Responsibility ISBN: 978-1-63102-445-0, pp294-308	International Journal of Research Development Technology and Management Sciences, Double Blind Peer Reviewed	International		2014		
28	A Comparative Study of Non-Performing Assets of Public and Private Sector Banks in India, , Refereed, ISSN: 2249 – 0558, 58-74	International Journal of Management, IT and Engineering	International		2013		
29	"Convergence of Indian Accounting Standards & IFRS – Benefits & Challenges"JS Vol-1, Issue-1, ISSN:2249-1554, 2014.	International Journal of Accounting	International		2014		
30	Emergence of Integrated Reporting A Need of the Green Environment and the Society, ISSN: 2249-7137, 180-196	ACADEMICA: An International Multidisciplinary Research Journal, Indexed, Peer Reviewed (Refereed),	International		2013		1
31	Working Capital Management And Firms' Performance: An Analysis Of Selected Indian Cement Companies", , ISSN: 2249 –7307, 115-130,	Asian Journal Of Research In Business Economics and Management, Peer Reviewed, Refereed Indexed	International		2013		24
32	Human Resource Accounting Vol-1, Issue-1, ISSN:2581-7515	Parichay:Maharaja Surajmal Institute Journal of Applied Research	National		Jan-June 2018		
33	Cryptocurrency-A Monetary System Innovation and Sustainability	Periyar Journal of Research and Development Studies, 3(1), (O).Bi-annual e-Journal published by Periyar Management and Computer College, New Delh	National		Jan-June 2018		

34	CSR in Indian Banks and Financial Institutions,) ISSN: 0975-1874, Vol-VIII PP.75-87	CPJ Global Review (Management & IT Journal	National		2016		
35	Young Entrepreneurship in the form of Women Entrepreneurs, ISSN 2348-2559, Vol-III, pp.56-65, 2016.	DIRD Rays	National		2016		
36	Green and sustainable marketing, pp.22-30, Vol-VII	Ideal Journal of Management & IT	National		2016		
37	Fraud prevention through Forensic Accounting, ISSN: 2277-8489, Vol-VI, pp.31-35, 2	Ideal Journal of Management & IT	National		15		
38	Innovations in Accounting-The Forensic Accounting, ISSN: 2320-6470, pp46-49.	Trinity Journal of Management, IT & Media	National		Dec-15		
39	Impact of FDI in Retailing on Economic Development of India, , Vol-IV, ISSN: 2277-8489, pp30-41.	Ideal Journal of Management & IT	National		Aug-13		
40	Intellectual Capital Accounting-Measurement and Reporting, ISSN 2277 -9728, Vol III No.2	DCAS Journal of Management & IT Application	National		July-December 2013.		
41	Mounting Non Performing Assets of Indian Banks – Reasons, Impact and role of ARCIL, Vol-3, Issue-3, ISSN: 2320-6470	Trinity Journal of Management, IT & Media	National		2012		
42	Ethics in Accounting through new Accounting Practices – IFRS and Integrated Reporting, DCAS Journal of Management & IT Applications, Vol II No.2, ISSN 2277 -9728.	DCAS Journal of Management & IT Application	National		Dec-12		
43	Financial Exclusion – Reasons, Measures and Success to curb the sad reality, VOL-1, Issue-2, , SSN: 2231-6310, pp. 66-72.	National Journal entitled “Researcher’s Voice”	National		OCT 2011-March 2012		
44	Harmonization of Indian GAAP and IFRS – A Study to Analyze the Preparedness of India, , Vol-IV, ISSN: 2277-8489, pp 44-48,	Ideal Journal of Management & IT	National		Aug 2011.		
45	Empowering Women through Microfinance – Issues and Challenges, Vol2, Number2, ISSN: 0975-7996, pp.66-76, .	SriNath Ji Journal of Business and Research (SJBR),	National		July-Dec 2011		
46	Financial Inclusion in India – Present Scenario and Path Ahead, Vol-IV, ISSN: 0973-6123, pp.51-58, July-Dec 2010	SCOUR Journal of Institute of Productivity & Management,	National		July-Dec 2010		

10. Research Papers presented / Published as full paper in Conferences/ Seminars:

S No	Title of Paper	National/ International	Name of Host Institution	Year
1	"Resurgence of Tourism Industry after COVID-19", International Conference on Resurgence of Economies Globally Post Pandemic: Issues and Challenges, ISBN :978-81-953853-9-3, Excellent Publishing House, pp112-115	International Conference on Resurgence of Economies Globally Post Pandemic: Issues and Challenges	Maharaja Surajmal Institute, GGSIPU	29-30, October 2021
2	Sustainable Domestic Tourism in India under New Normal", pp 98-102, All Clear Publications , ISBN: 978-81-7852-225-8 Conference Proceedings of International Conference on "Economic & Social Perspective of New Normal through Hybrid work models" conducted by Maharaja Surajmal Institute an affiliate to Guru Gobind Singh Indraprastha University	International Conference on "Economic & Social Perspective of New Normal through Hybrid work models	Maharaja Surajmal Institute an affiliate to Guru Gobind Singh Indraprastha University	29-30 July 2022
3	"Digitalization of Education", in the conference proceedings of the National conference organised by MSI 29-30, January 2021	National conference	Maharaja Surajmal Institute an affiliate to Guru Gobind Singh Indraprastha University	29-30, January 2021
4	" Internet and Tertiary Education in India" in the conference proceedings of the National conference titled Emerging Trends in Big Data, IOT and Cyber Security" , ISBN: 978-93-86238-72-6, Excellent Publishing House, pp 222-224.	National Conference	Maharaja Surajmal Institute, GGSIPU	13-14th March 2020
5	"ICT in education	National Conference	Institute of Innovation in Management & Technology IITM VUCA2020	2020
6	"Remarkable Achievements and work life imbalance of Women Entrepreneurs" ISBN:978-53-5346-745-6, pp28-31.	International Conference	IITM, New Delhi on	2nd February 2019
7	Autonomy in Higher Education- A tool for Quality Enhancement, in the conference proceedings of the National conference titled "Quality assurance in Higher education- Practices and issues" ISBN: 978-93-86238-72-6, Excellent Publishing House pp223-225.	National Conference	Maharaja Surajmal Institute, GGSIPU	16-17 May 2019
8	"Work life balance of women entrepreneurs in India in the modern era" " for the National Conference on India's Yes to Mega Reforms: Issues, challenges and implications (Future of work & 4th Industrial Revolution) Saturday, in MSI., ISBN: 978-93-86238-67-2, Excellent Publishing House, Pp125-128.	National Conference	Maharaja Surajmal Institute, GGSIPU	23rd February 2019
9	"Contribution of Women in Make in India", 34th National Conference Make in India: The new gateway to go global, in Technia Institute of Advance Studies, pp , A.K.Publications, ISBN-978-93-88465-05-2	National Conference	Technia Institute of Advance Studies,	26-Oct-18
10	Digital Money –Bitcoin, 26 March 2018, pp 122-125, ISBN:AR No.-3093/ISBN/2018/A, MAIT College, National Seminar.	National Conference	MAIT College	26 March 2018,
11	Role of Social Media on Cryptocurrency, 10 March 2018, pp.280-284, ISBN-978-93-85022-81-4, Technia College, National Conference, A.K.Publications	National Conference	Technia College,	10-Mar-18

12	" Make in India and Indian Women Workforce ", ISBN:978-93-88630-19-1	International Conference	Jaipuria Institute of Management, Indrapuram, Ghaziabad,	1-Dec-18
13	Bitcoin and Cryptocurrency- Evolution, Growth and Future Prospects, 2nd International Conference on Creating Innovations in digital Era: Management and IT perspectives	International Conference	Ideal Institute of Management & School of law	30-Aug-18
14	Paradigm shift in Women Entrepreneurship in India through Digitalization, 2017, pp.173-175, ISBN:978-93-86238-24-5, MSI, National Conference, Excellent Publishing House.	National Conference	Maharaja Surajmal Institute, GGSIPU	9-Jul-05
15	Women Workforce Participation and Gender Difference in India, PP.97-108, ISBN-978-93-5267-774-0, National Conference on "Way forward to skill India: Reforms, Challenges and Imperatives" on 4 March 2017 at IITM.	National Conference	IITM	4-Mar-17
16	GST-India's Biggest Tax Reform, ISBN:978-93-83623-38-7, pp.196-202	International Conference		2017
17	Fraud prevention through Forensic Accounting, pp31-35, ISSN: 2277-8489	International Seminar		2015
18	Transformation of Indian Women- Homemaker to Entrepreneur	National Conference	Maharaja Surajmal Institute, GGSIPU	2015
19	Changing Scenario of CSR	National Conference	Maharaja Surajmal Institute, GGSIPU	2015
20	Equality for Women- A Tool to reduce the gender gap in India	National Conference	Maharaja Surajmal Institute, GGSIPU	2015
21	Ethical Failures and Forensic Accounting	National Conference	Maharaja Surajmal Institute, GGSIPU	2015
22	Innovation in Accounting-The Forensic Accounting	National Conference	Trinity Institute of Professional Studies, Dwarka	2015
23	Gender difference and Women Entrepreneurship in India	National Conference	RDIAS	2015
24	Fraud prevention through Forensic Accounting	International	Ideal Institute of Management and Technology	2015
25	Integrated Reporting by Corporates – A Tool to Achieve Green Management	National Conference	Maharaja Surajmal Institute, GGSIPU	2014
26	Green Marketing-The Need of the Hour	International Conference	Maharaja Surajmal Institute, GGSIPU	2014
27	CSR – Current trends and future Provisions	National Conference	Ideal Institute of Management and Technology	2014
28	New issues in Accounting-Intellectual Capital Accounting and IFRS	International Conference	Maharaja Surajmal Institute, GGSIPU	2014
29	Integrated Reporting – A One Report Including Financial Reporting, Sustainability Reporting, pp201-214, ISBN: 978-93-5062-313-8, National Conference	National Conference		2013
30	FDI in Retailing – Evolution, Growth, Challenges and Opportunities	National Conference	Delhi Institute of Rural Development	2013
31	Impact of FDI in Retailing on Economic Development of India	National Conference	Ideal Institute of Management & Technology and School of Law	2013
32	FDI in Multi brand Retailing – Blessings for Indian Economy	International Conference	Bharati Vidyapeeth Deemed University, New Delhi	2013

33	Microfinance – An Innovative Financial Tool	International Conference	Maharaja Surajmal Institute, GGSIPU	2013
34	FDI an innovative financial tool in Retailing – Big Giants Vs. Local Kiranas	National Seminar	Trinity Institute of Professional Studies,Dwarka	2013
35	Changing Scenario of Indian Retail Trade – An efficient role of the Government	National Seminar	Fairfield Institute of Management and Tecnology	2013
36	Intellectual Capital Accounting – A need to rethink in the globalized era	International Conference	IMT Ghaziabad	2013
37	Mounting Non Performing Assets of Indian Banks – Reasons, Impact and role of ARCIL	National Conference	Trinity Institute of Professional Studies,Dwarka	2012
38	Integrated Reporting by Corporates – A Tool to Achieve Green Management	National Conference	Maharaja Surajmal Institute, GGSIPU	2012
39	Integrated Reporting – A One Report Including Financial Reporting, Sustainability Reporting	National Conference	Ansal University	2012
40	Harmonization of Indian GAAP and IFRS – A Study to analyze the preparedness of India	National Seminar on Contemporary Issues in Management	Ideal Institute of Management & Technology and School of Law	2011
41	Empowering Women through Microfinance – Issues and Challenges	National Seminar	Department of Commerce,Governme nt Post Graduate College,UNA (HP)	2011
42	Women Entrepreneurs in India-A Recommendable role of SHGs	National Seminar	HP Institute Of Management Studies Shimla , HP	2011
43	Indian Accounting Standards & IFRS Convergence -A Tool to Establish Accounting Ethics	64 th All India Commerce Conference	64 th All India Commerce Conference- Pondicherry University, Pondicherry	2011
44	"Financial Inclusion in India – Present Scenario and Path Ahead"	National Conference	Lal Bahadur Shastri Institute of Management	2010
45	"Building Human Capital in Public Secor Banks"	Global HR Summit 2010	Amity College	2010
46	"Financial Exclusion – Reasons , Measures and Success to curb the sad reality"	National Conference on " Innovations and Organisational Change in India's Corporate World "	Master Dwarka Prasad College,Dholpur	2010
47	"Green Marketing – A Challenging Journey with Remarkable Achievements and path Ahead"	63 rd All India Commerce Conference	Indian Commerce Association	2010
48	Convergence of Indian Accounting Standards &IFRS – Benefits & Challenges	National Seminar on Business and Economics	Shivaji College, University of Delhi	2010
49	"Fuller Capital Account Convertibility –Challenges and Opportunities"	National Seminar on "Fuller Capital Account Convertibility –A roadmap to Success"	USMS college	2007

50	"Microfinance –A tool for poverty Alleviation	National Seminar on "Emerging Issues in Capital Market"	Kurukshetra University	2007
51	Microfinance – An Innovative Financial Tool for Low Income Groups to High Quality Financial Service	International Conference	IMT, Faridabad	2006
52	Byaktitava Nirman mein Vishvidyalayon ki Bhoomika	National Seminar on "Education in the Era of Globalization"	Allahabad Degree College	2004
	Transforming Women Transforming Nation	National Conference	MSI	2016
53	Mounting NPAs of India Banka-Reasons,Impact and Role of Arcil	National Conference	TIPS	2012

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 Laws	Kunal Books and Distributor ISBN:978-93-86714-47-3	National	Book	2018
2	"Business Economics"	Savera Publication House, India, ISSN: 9789381771389	National	Book	2016

12. Book Chapters in National and International Books

S No.	Title of Chapter (Page No.)	Name of Book	National/ International	Year of Publication
1.	"Integrated Reporting by Corporate – A Tool to Achieve Green Management" pp163-171	,Global Financial Environment and its Impact on Corporate Houses in India	National Savera Publishing House, ISBN 978-93-8177-116-7	2012
2.	"Indian Accounting Standards and IFRS Convergence a Tool for Establishment of Accounting Ethics" pp170-188	Implementation of IFRS-An impact on corporate sector in India"	National M/s Manglam Publishers and Distributors,delhi, ISBN 978-81-89972-85-1.	2013
3.	"Career Opportunities in Online mode of Education",pp 64-67, ISBN: 978–81–7852–226–5, in the book titled	"Facing the Future through Hybrid Platforms" Copyright © 2022.	National All Clear Publications	2022

13. Patent / Copyright :

S No.	Title of Patent/Copyright	Applicants	Patent /copyright number and Year
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1	NLP and AI based automatic detection of infection rate of COVID-19	Dr. Anita Sharma	202111023806A Year 2021
2	Fabrication of portable device for easy detection on neonatal milia using deep learning	Dr. Anita Sharma	2021101767 Year 2021

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 :

S No.	Name of the Professional Body	Member/Fellow (Membership No.)	Remarks
<u>1</u>	Life time Member of All India Commerce Association	Member	
2	Member of N.S.S.	Member	