



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

### Your profile (glorify your work)

As an Academician I have around 20 years experience of teaching in the field of Management and other disciplines. During this I have handled all responsibilities related to the development of Students and worked with different committees dedicatedly. I have secured first Position in M.A in M.J.P.R.U. Bareilly, U.P and second Position in M.T.A in H.N.B.G.U, Srinagar, Garhwal, U.K.

### 7. Educational Qualification:

S No.	Degree (graduation onwards)	College and/ or University	Year
1.	B.A	C.C.S.University,Meerut	1996
2.	M.T.A	H.N.B.G.University,Srinagar, Garhwal.Uttarakhand(U.K)	1998
3.	M.A.	M.J.P.Rohilkhand University,Bareilly,U.P	2001
4.	PhD	M.J.P.Rohilkhand University,Bareilly,U.P	2004
5.	M.B.A(HR)	Shobhit University,Meerut	2014

### 8. Employment Record (Latest First)

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1.	1/8/2006	Till Now	Maharaja Surajmal Institute, Delhi	Assistant Professor	17 Years
2.	1/9/2004	30/6/2006	Dept.of Travel & Tourism, Bareilly College Bareilly,U.P	Contractual Lecturer	2 Years
3.	2/9/2003	28/2/2004	Dept.of Sociology, Bareilly College Bareilly,U.P	Part time Lecturer	5 Months
4.	2/9/2002	28/2/2003	Dept.of Sociology, Bareilly College Bareilly,U.P	Part time Lecturer	5 Months
5.	3/9/2001	28/2/2002	Dept.of Sociology, Bareilly College Bareilly,U.P	Part time Lecturer	5 Months

### 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	Impact of Cognitive Bias on Consumer Buying Decisions 12(10), Pg No. 11027-11045	European Chemical Bulletin	International Journal	SCOPUS		2023	-	-
2	Pradhan Mantri Jan Dhan Yojna: A Tool for Financial Inclusion volume 64, No.1, June 2023, Pg No. 54-61	Productivity, A quarterly journal of the National Productivity Council	National Journal	Google Scholar		2023	-	-
3	HR Practices and Employee Satisfaction: The Mediating role of Employer Branding volume 6, No.2, 2022, Pg No. 3488-3496	Journal of Positive School Psychology	International Journal	SCOPUS-Till March 2022		2022	-	-
4	Mediating Role of Job Satisfaction on Training and Development and Employees Performance volume 22, issue 3, March 2022, Pg No.17-34	Dickensian Journal	International Journal		UGC-CARE-II	2022	6.3	-
5	Factors Assessing Employer Branding: A study of the Indian Corporate Sector volume 22, issue 3, March 2022, Pg No.35-54	Dickensian Journal	International Journal		UGC-CARE-II	2022	6.3	-
6	Impact of COVID	The Journal of	International Journal		Google Scholar	2021	5.564	-

	Pandemic on Indian Economic Sectors volume 8, Issue 11, November 2021 Pg No.23-34	International Academic Research For Multidisciplinary					
7	Impact of COVID Pandemic on Different Business Sectors volume 8, Issue 11, Pg No.1-12	The journal of International Academic Research For Multidisciplinary	International Journal	DOAJ	2020	6.157	-
8	Financial Inclusion A Pillar For Inclusive Growth of India volume 8, Issue 12, Pg No.25-30	GE- International Journal of Management Research	International Journal	DOAJ	2020	-	-
9	Role of HR practices in employer branding (volume 10 number 5, Pg No.123-133)	The research journal of social sciences	International Journal	DOAJ, SJIF, COS MOS and others UGC Approved Journal No 40820 (Before 14/6/19)	2019	5.650	-
10	A Study to understand the relationship of Social Media with Employer Branding (volume 10 number 6, Pg No.284-294)	The research journal of social sciences	International Journal	DOAJ, SJIF, COS MOS and others UGC Approved Journal No 40820 (Before 14/6/19)	2019	5.650	Cited by 2
11	Contribution of Incentives and Rewards in Motivating Employees (Volume 09 Issue 04, Pg No. 76-82)	International Journal of Research in Engineering, IT and Social Sciences	International Journal	Google Scholar, Researcher ID etc. UGC Approved Journal No 42301 (Before 14/6/19)	2019	6.565	-
12	Women Entrepreneurship: An Area to Look Upon (Volume 09 Issue 04, Pg No. 52-62)	International Journal of Research in Engineering, IT and Social Sciences	International Journal	Google Scholar, Researcher ID etc. UGC Approved Journal No 42301 (Before	2019	6.565	-

				14/6/19)			
13	An Analysis of Role Conflict & Social Adjustment in women working in different sectors of Tourism Industry in Agra City  (Vol-IV, Issue-12, Pg No.288-317)	International Research Journal of Management & Commerce	International Journal	Research Gate, Google Scholar and others UGC Approved Journal No 48541 (Before 14/6/19)	2017	5.564	-
14	GST: A REQUIREMENT OR A COMPULSION  (Vol- VI, Issues No- V, Pg No.265-271)	Electronic International Interdisciplinary Research Journal (EIIRJ)	International Journal	Google Scholar, Researcher ID and others UGC Approved Journal No 48178, 48818 (Before 14/6/19)	2017	5.20	-
15	Pradhan Mantri Jan Dhan Yojna: A Financial Inclusion Step (Vol. 5, Issue 4, pg no.68-72)	GE- International Journal of Management Research	International Journal	Research Gate, Google Scholar and others	2017	5.779	-
16	Impact of Socio-Economic factors on occupational mobility of working women (in Hindi)  (Vol.18, issue-2, Pg no.63-71)	Radha Kamal Mukerjee: Chintan Prampara	National Journal	UGC CARE Listed Journal No-47954	2016	-	-
17	Policies And Strategies For The Encouragement Of Female Entrepreneurship  (Vol : 6, issue - 1, page no. 19-27)	Shikshan Anveshika	National Journal	Google Scholar	2016	-	Cited by 1
18	Assessment Of Women Entrepreneurship	International Journal of Recent	International Journal	Google Scholar	2015	1.7	-

	ip In India (Volume: 2 & Issue: 7, PP: 23-42)	Trends in Management, Commerce, Accountancy, Economics, Public Administration, Law and Allied Researches					
19	Green Washing: A Reason To Look Upon (Volume-2, Issue-5 Page No.-27- 40)	GE-International Journal of Management Research(A ARF)	International Journal	Research Gate, Google Scholar and others	2015	3.41	-
20	A Study of Internet Marketing for traditional Retailers (Vol : 4, issue – 1& 2, page no 65- 71)	Researcher's Voice, Management Journal	National Journal	Google Scholar	2015	-	-
21	Green Code-Need of Hour (Vol :5, No.-1, page no.1-7)	Shikshan Anveshika	National Journal	Google Scholar	2015	-	Cited by 1
22	Role of Handicraft Industry in Indian Economy (Vol : 2, page no.14-33)	DIRD RAYS-A Journal of Management & Technology Education and Law	National Journal	Google Scholar	2015	-	-
23	Odisha A Land of Culture and Spiritual Heritage: Future Prospective and Challenges Ahead (Volume -3, No.- 2, Page No.943 – 950)	International Journal of Applied Services Marketing Perspectives	International Journal	Google Scholar	2014	SJIF for (2013): 5.057	Cited by 1
24	Green Marketing – A Blessing for future Generation	International Journal of Advanced Research in Management	International Journal	Academia Edu,Google Scholar	2014	-	Cited by 1

	(Vol -3, No.- 6, Page No.244-256)	t & Social Sciences					
25	A New Beginning for Bottom of Pyramid (Volume-2, Issue-5, Page No.-27- 40)	GE- International Journal of Management Research(ARF)	International Journal	Research Gate, Google Scholar and others	2014	3.41	-
26	Role Conflict and Social Adjustment by Women working in Hospitality Industry (Volume-3(2), Page No- 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	-	-
27	Contribution of Historical Tourism in Revenue Generation(With special reference to Agra City) (Vol : 4, No.-1, page no.1-8)	Shikshan Anveshika	National Journal	Google Scholar	2014	-	-
28	A Study of Factors Hampering the Progress and Growth of Tourism Industry in Jammu and Kashmir (Page No.-184-195)	The Journal of Economics	International Journal	World Pub Med	2013	3.87	-
29	Hospitality Industry : A Financial Boom for Indian Economy (Volume-2, Issue- 1, Page No.-54-60)	Wealth- International Journal of Money, Banking & Finance (IJMBF)	International Journal	EBSCO and Proquest UGC Approved Journal No 46105 (Before 14/6/19)	2013	-	Cited by 3
30	A Study to Find Out the Place of Agra City In International Tourism Market (Volume-3, Issue-7, Page	Indian journal of Applied Research	International Journal	Research Gate,Open J Gate,Google Scholar and others	2013	0.8215	-

	No- 50-58)						
31	Identifying Pressurise and Threatful Tourism Products In Relation To Global Warming and Climate Change (Volume 2, No.4, Page No.21-36)	<i>Journal of Business Management &amp; Social Sciences Research (JBM&amp;SSR)</i>	International Journal	Google Scholar	2013	-	-
32	Relationship of Tourism with Climate Change (Volume-6,No.-1, Page No-440- 454)	Cyber Times International journal of Technology and Management	International Journal	Index Copernicus Internationa,SJIF and Journal Informatics	2013	-	-
33	Hospitality Industry: A Key Revenue Generator to Indian Economy as a part of Tourism Industry (Volume-2, Issue-3, Page No- 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
34	An Analytical Study: Relevance of Financial Inclusion for Developing Nations (Volume-2, Issue-6, Page No- 15-20)	International journal of Engineering and Science	International Journal	Google Scholar and others	2013	-	Cited by 177
35	Analytical Study of India as a Prime Health Tourist Destination- With Special Reference to Gurgaon, India (Volume-1(2), Page No- 113-119)	International journal of Social and Allied Research(IJ SAR)	International Journal	Indexed in ICI Journals UGC Approved Journal No 64083 (Before 14/6/19)	2013	-	-
36	Medical Tourism: Emerging	International Journal of Business	International Journal	DOAJ, Index Copernicus,Ope	2013	4.72	Cited by 82

	Challenges and Future Prospects	and Management Invention		n J Gate, Google Scholar			
37	The Seven Sisters of India: A living Paradise on Earth (Vol : III No.-2, page no.61-74)	Shikshan Anveshika	National Journal	Google Scholar	2013	-	Cited by 1
38	A Study of Government Initiatives towards the Development of Tourism Infrastructure and Superstructure (Vol : 2, issue - 2, page no 35-45)	Researcher's Voice, Management Journal	National Journal	Google Scholar	2013	-	-
39	Rebooting India's Economic Growth with International Economic Integration (Volume-1, Issue- 2, Pg. No. 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	-	-
40	Medical Tourism: Building India Brand Abroad (Volume-1, Issue-12, Page No- 179-184)	PARIPEX-Indian Journal of Research	International Journal	Google Scholar, Research Gate UGC Approved Journal No 47432 (Before 14/6/19)	2012	0.3208	Cited by 3
41	Role of Foreign Direct Investment In India: An Analytical Study (Volume-1, Issue-5, Page No- 34-42)	International journal of Engineering and Science	International Journal	Google Scholar and others	2012	-	Cited by 50
42	Economic Contribution of Tourism Industry towards Society (Volume-3, Issue-10, Page	International journal of Scientific and Engineering Research	International Journal	Google Scholar, Crossref, Index Copernicus, HEC approved	2012	-	Cited by 5



	No- 01-19)						
43	Role of Tourism in Social and Economic Development of Society (Volume-1, Issue-3, Page No- 10-31)	International journal of Advanced Research in Management and Social Sciences	International Journal	Academia Edu,Google Scholar	2012	-	Cited by 17
44	Child Labour- An Ugly Face of Travel and Hospitality Industry (Volume-4, Issue-1, Page No- 08-17)	IOSR journal of Business and Management	International Journal	J Gate, Crossreff,NASA, Google Scholar and others	2012	-	Cited by 14
45	Micro Finance: Emerging Challenges and Opening Vistas (Volume-4, Issue-2, Page No- 18-26)	IOSR journal of Business and Management	International Journal	J Gate, Crossreff,NASA, Google Scholar and others	2012	-	-
46	Impact of Labour Law on Child Labour : A Case of Tourism Industry (Volume-1, Issue-3, Page No- 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 5
47	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	-	-
48	Nirdhanta Unmoolan Karayakarmo ki Sarthaktha (Varsh -6, Ankh-1, pg no 70-74)	Radha Kamal Mukerjee: Chintan Prampara	National Journal	UGC CARE Listed Journal No-47954 UGC CARE Listed	2004	-	-

#### 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
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1	Factors assessing Employer Branding: A study of Indian Corporate Sector	Excellence in Marketing and Tourism Management(ICE-MTM-2022)	International Conference	Blueforskning Research Academy India and FsCongress International Congress on Social sciences, Turkey	2022
2	Relevance of Human Resource in Today's Business Environment	National Conference on changing dynamics in Teaching Learning Process: A challenge or an Opportunity to Sustain the Quality in Higher Education	National Conference	Kasturi Ram College of Higher Education, New Delhi	2022
3	A Review of Relationship of HRM Practices with Employer Branding	National Conference on changing dynamics in Teaching Learning Process: A challenge or an Opportunity to Sustain the Quality in Higher Education	National Conference	Kasturi Ram College of Higher Education, New Delhi	2022
4	Role of ICT in enhancing the efficiency of Human Resource Management	Emerging trends in big data, IoT and Cyber Security	National Conference	Maharaja Surajmal Institute	2020
5	Need of hour : Green Washing	India's yes to mega reforms: Issues, Challenges and Implications	National Conference	Maharaja Surajmal Institute	2019
6	Effect of Social Media on Employer Branding	Contemporary Practices and Trends in Digital Marketing and Social Media	National Conference	Kasturi Ram College of Higher Education, New Delhi	2019
7	An Analysis of occupational mobility & Social Adjustment in women Working in Tourism Industry	Trends, Issues & Women in Hospitality & Tourism Industry	International Conference	Graphic Era University, Dehradun	2017
8	An Analysis of Social Adjustment of women Working in Tourism Industry	Hospitality & Tourism	International Conference	GNA University ,Phagwara, Punjab, India	2016
9	Management of Social and Psychological issues in terminally ill cancer patients	International Seminar of Palliative Care	International Seminar	Global Cancer Concern India, New Delhi, India	2015
10	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	2015

				Haryana, India	
11	Climate Change: A Cause of Concern (With special reference to Tourism Industry)	Innovations in E-Commerce, Management, IT & Media	National Conference	Trinity Institute of Professional Studies, Dwarka	2015
12	Marketing Strategies For Rural Tourism: Creating A Niche of Agro tourism Under Rural Tourism	Finance and Business Management (ICFBM-14)	International Conference	Society of Technical and Management Professionals (STMP) , New Delhi, India	2014
13	Role of Civil Society Furthering the Goal of Palliative Care in India	International Seminar of Palliative Care	International Conference	Global Cancer Concern India, New Delhi, India	2014
14	Impact of Terrorism and Socio-Political Disturbances on the existence of Tourism Industry in Jammu and Kashmir	Finance and Business Management (ICFBM-14)	International Conference	Society of Technical and Management Professionals (STMP) , New Delhi, India	2014
15	Odisha Tourism	Reinventing Management Strategy: The Design for Future(IC-RMS 2013)	International Conference	Institute of Management Studies Ghaziabad	2013
16	Religious Tourism : A Revenue Generator Niche for Indian Economy	Finance and Business Management (ICFBM-13)	International Conference	Society of Technical and Management Professionals (STMP) , New Delhi, India	2013
17	Contribution of Tourism Industry in Global Warming & Climate change	Tourism & Hospitality Industry: Modern state, problems & perspectives	International Conference	CMTS H.N.B.G.U, Srinagar Garhwal & Dept. of Hotel Management, Graphic Era University, Dehradun	2013
18	An Analytical Study: relevance of Financial Inclusion for developing nations	Innovations in Engineering and Management	BIT International Conclave	Birla Institute of Technology (Mesra), Patna	2013
19	Contribution of Foreign Direct Investment in India: its Growth and Challenges Ahead	Global Competitiveness And Corporate Governance Imperatives In Emerging Economies	International Conference	School of Management Studies, Ansal University, Gurgaon	2013
20	Transforming	Finance and Business	International	Society of Technical	2013

	Business Management through the Services of Travel and Hospitality Industry	Management (ICFBM-13)	Conference	and Management Professionals (STMP) , New Delhi, India	
21	Transforming Business Management through International Economic Integration	Innovative Ways Of Managing Business in the Post Globalised Era	International Conference	Bharati Vidyapeeth Deemed University, New Delhi	2013
22	Financial Inclusion: A bright future for Rural India	Paradigm Shift in innovative Management Theory and Practices	National Conference	Bhagwan Parshuram Institute of Technology	2013
23	Myths and Realities of Micro Finance	Finance and Business Management	International Conference	Society of Technical and Management Professionals (STMP) , New Delhi, India	2012
24	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
25	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
26	Economic Growth of Service Sector- A Case of Tourism and Hospitality Industry	Transforming Indian Economy Through Service Led Growth in Global Era: Gains and Concern	National Seminar	NIILM Centre for Management Studies, Greater Noida	2012
27	Micro-Finance : Issues and Challenges	Business Economics and Management	National Conference	R. P. Educational Trust Group of Institutions, Karnal, Haryana	2012
28	Female Foeticide :A disgrace to human Society	Female Foeticide	National Seminar	Department of Sociology, Dronocharya Government College, Gurgaon	2012
29	Green Chemistry and Sustainable Tourism	Advances in Natural Products Chemistry and Sustainable Development	National Seminar	Graphic Era University, Dehradun	2011
30	Communication and Social Change	Rural Development Process in the Changing Scenario	National Seminar	Department of ACEE & Rural Technology and Social	2006

				Development, Guru Ghasidas University, Bilaspur ( C.G.)	
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#### 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	Published one international book titled "Changing Face of Medical Tourism In India: with special reference to Gurgaon,"	LAP LAMBERT ACADEMIC Publishing, Deutschland/ Germany	International Book	ISBN No.- 978-3-8443-1862-3	2013
2	Reviewed one Book titled "Personality Development and Communication Skills for Engineers" by Dr B. K Prasad, Principal Lakshmi Narain College of Technology, Bhopal	Taxmann Publication, New Delhi	National Book	-	2011

#### 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 Maharaja Surajmal Institute	National	2020
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	Eco Tourism : A Strategy to Redefine Tourism (A Case of Uttarakhand)	Innovative Entrepreneurship to Minimize Carbon Footprints, published by Maharaja Surajmal Institute	National	2014
8	Handicraft Industry: A Key Contributor towards Foreign Exchange	Emerging Paradigms in Management in the Era of Globalisation, published by Maharaja Surajmal Institute	National	2014
9	A Study of Barriers to Financial Growth of Hospitality Industry	Art & Sciences of Leadership in Business Enterprises, published by Maharaja Surajmal Institute	National	2013
10	Innovation in Agricultural and Rural Marketing	Managing Innovations and talent in Highly Competitive Global Business Environment, published by Maharaja Surajmal Institute	National	2013
11	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 : None

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

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**14. Sponsored Project/Consultancy : None**

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
1.	Samaj Vigyan Vikas Sansthan, Bareilly U.P, publisher of UGC CARE List-Social Sciences-Radha Kamal Mukherji: Chintan Parampara, National Refereed Journal Of Social Sciences, ISSN 0974-0074	<u>Life Time Member</u>	-