



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.Anshu Lochab
2. **Date of Joining:** 01 August 2019
3. **Present Position:** Associate Professor, Head of the Department, BBA II Shift
4. **Department:** Department of Business Administration
5. **Email ID:** anshulochab@msi-ggsip.org
6. **Profile:**

Your profile (glorify your work)

Dr.Anshu Lochab is an academican and researcher working as Associate Professor in the department of Business Administration. She has successfully completed one research project sponsored by **Indian Council for Social Sciences and Research (ICSSR) in the capacity of Co-PI (Co. Project Investigator)**. She has **more than 40 research papers** published in journals and conferences of national and international repute to her credit. She is trained faculty for **outcome based education (OBE)** and conducted various workshops in the same domain. She is also an active participant as a resource person in various **workshops, faculty development programmes and executive programmes**.

7. Educational Qualification:

S No.	Degree (graduation onwards)	College and/ or University	Year
1.	Ph.D (Management)	National Institute of Technology, Kurukshetra, Haryana	2018
2.	MA Economics	Kurukshetra University, Kurukshetra, Haryana	2013
3	MBA	Maharishi Dayanand University, Rohtak, Haryana	2009
4	UGC-NET(Management)	University Grant Commission	2010

8. Employment Record (Latest First)

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1	01 August 2019	Till date	Maharaja Surajmal Institute	Associate Professor	04
2	01 August 2011	30 June 2019	Rukmini Devi Institute of Advances Studies	Assistant Professor	08

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/ SCOPUS/ UGC Care	Impact Factor	No. of Citations
1	Fashion Consciousness : A Bibloimetric Analysis (Vol.10 & Issue VII)	International Journal for Research in Applied Science and Engineering Technology (IJRASET)	International	UGC Listed		
2	Boundaryless Career: A Bibliometric Analysis (Vol.16& Issue 8)	Prabandhan: Indian Journal of Management	National	UGC Listed, Scopus Indexed		
3	Protean and Boundaryless Career attitude as antecedants of organizational commitment-evidence from Indian IT industry (2023)	Businesses	International			
4	Assessing the Business Ecosystem for Indian SMEs: A Resource-Based View(2022)	SEDME (Small Enterprises Development, Management & Extension Journal)	International	Scopus		
5	Mediating role of Job Involvement between Workplace Spirituality and Work Satisfaction-An Evidence from Indian MSEs (2022)	Ramanujan International Journal of Business and Research.	International	UGC Listed, Scopus Indexed		
6	Profitability Determinants of SMEs Listed on Indian Stock Exchange	SCMS Journal of Indian Management	National	UGC Listed, Scopus Indexed		
7	Do Cynicism, Self-Efficacy and Career Satisfaction have any impact on Boundaryless Career Orientation of IT employees? (2022)	Specialusis Ugdymas	International	UGC Listed, Scopus Indexed		
8	A Study On Factor Analysis For Leadership Effectiveness In Selected Organisations Delhi-NCR (2022)	Journal of Positive School Psychology	National	UGC Listed, Scopus Indexed		
9	Impact of Individual personality traits on organizational commitment of IT Professionals in India: The Moderating Role of Protean Career (2022)	South Asian Journal of Management (AMDISA Journal)	National	UGC CARE Listed and ABDC "C"Listed		

10	An Empirical Investigation of the Relationship between Personality Traits and Fashion Consciousness among College going Students in India (2021)	The Journal of Indian Management and Strategy	National	UGC care Group II Listed		
11	Fashion Consciousness and Fashion Innovativeness on Purchase Intention: An Empirical Evidence from India (2021)	International Journal of All Research Education and Scientific Methods (IJARESM),	International	UGC Listed		
12	Measuring role of IC in SMEs' profitability: evidence from India (2021)	International Journal of Learning and Intellectual Capital	International	Scopus Indexed		
13	Ethical Climate as a Moderator in the Relationship Between Protean Career Orientation and Organizational Commitment- Evidences from India (2021)	South Asian Journal of Management (AMDISA Journal)	National	UGC CARE Listed and ABDC "C" Listed		
14	A Study on Dimensions of Interpersonal Relationship of Directly Recruited and Promoted Employees in Selected Industries (2020)	Studies in Indian Place Names	National	UGC Care Listed		
15	Dilemma to decision: Human resource analytics for organisational performance-An Emperical Analysis (2020)	Asian Journal of Multidimensional Research (AJMR)	International			
16	Proactive personality, goal orientation and meta-skills as predictors of protean and boundaryless career attitudes(2019)	South Asian Journal of Business Studies	International	ABDC "C" listed, Scopus Indexed		
17	HR Analytics: The Winding Path Ahead (2019)	Journal of the Gujarat Research Society	National	UGC Care Listed		
18	Impact of Human Resource Analytics on Organizational Performance: A Review of Literature using R-software (2018)	International Journal of Management, Technology And Engineering	International	(UGC Approved) Journal No 45550		

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

Sno.	Title of Paper	Name of Conferences/ Seminars	National/ International	Name of Host Institution	Year
1	An Empirical Investigation of the Relationship between Personality Traits	Management Strategies: Retrieval, Resilience & Remodelling In a Post	International	JIMS, Vasant Kunj, Delhi	2021

	and Fashion Consciousness among College going students in India	COVID World			
2	Profitability Analysis of MSMEs listed on Indian Stock Exchange”	An Online International Conference on Sustainable Business Management Practices and Social Innovation (ICSBMPSI - 2021).”	International	JAIN (Deemed to be University) Bengaluru, Karnataka	2021
3	A systematic review of Digital Transformation in MSMEs of Emerging Economies	102nd Annual Conference of the Indian Economic Association	National	Auro University, Surat, Gujarat	2019
4	A Study on Male and Female Outlook in Use of Digital Wallets	09th Conference on Excellence in Research and Education (CERE 2018)	National	IIM-Indore	2018
5	Impact of Self-Efficacy and Psychological wellness of IT Professionals on their Protean Career Orientation	PANIITIMC-18: 1st PAN IIT International Management Conference 2018	International	IIT-Roorkee	2018
6	Do Cynicism, Self-Efficacy and Career Satisfaction have any impact on Boundaryless Career Orientation of IT employees?	PANIITIMC-18: 1st PAN IIT International Management Conference 2018	International	IIT-Roorkee	2018
7	Impact of Human Resource Analytics on Organizational Performance: A Review of Literature Using R-Software	Emerging Trends in Science, Engineering and Management	International	DIIF	2018
8	An Empirical Research on Reinforcement of Mobile Banking Services	Digitalization, Entrepreneurship and Skilling (IC-DES)	International	Ansal University, Gurugram	2017
9	Impact of Digitalization in the Success of new	Digital India: Prospects and	National	Maharishi Dayanand University, Rohtak	2017

	Start-ups	Challenges			
10	A Study on Post-Hoc Analysis on Education Level in Mobile Banking	Advances in Management & Decision Sciences	International	Gautam Buddha University, Greater Noida, U.P.	2017
11	An Empirical Research on Impact of Edification on the Instinct in Mobile Banking	Summer Marketing Conference	National	Indian Institute of Management, Indore	2017
12	Role of Bhagwat Geeta on Entrepreneurship	International Seminar on Bhagavad Gita: Holistic Life Management and World Harmony Tourism Motivation	International	Kurukshetra University, Kurukshetra	2016
13	An Empirical Research on Designing of Logos for Branding of B-Schools in Delhi-NCR	Conference on Brand Management	International	Indian Institute of Technology, Delhi	2016
14	Micro Level Analysis of Sustainable Agriculture in Digital India-Trends and Challenges	Development of Economies through Business Process Re-Engineering in Digital Era	International	Rukmini Devi Institute of Advances Studies, Delhi	2016
15	Cyber Security: Challenges in the Global World	Cyber Security Issues and Challenges	National	Tecnia Institute of Advanced Studies, Delhi	2016
16	Entrepreneurship Development Opportunities, Challenges and Competition in Indian Market	Globalization and its Impact on Management & IT	National	Ideal Institute of Management and Technology & School of Law	2015
17	Women Entrepreneurship: The Spirit of Tomorrow	Microfinance and Micro entrepreneurship: A Paradigm Shift for Skill Development	International	Bhagat Phool Singh Vishwavidalaya, Sonapat, Haryana	2015
18	Boundaryless Career & Subjective Career Success: Indicating Gender Difference	Make in India- Emerging Trends in Trade and Innovations for Effective Entrepreneurship	National	Rukmini Devi Institute of Advances Studies, Delhi	2015
20	Linking CSR and Financial	Corporate Governance and	International	Department of Commerce, Delhi	2015

	Performance: An Empirical Study from Indian Perspective	CSR: Retrospects and Prospects		School of Economics, Delhi	
21	A Study on Job Satisfaction of Employees at IDBI Federal Life Insurance Co. Ltd.	Ecclesia-15 International Conference on Business and Management	International	Department of Management Studies, Deen Dayal Upadhaya College, University of Delhi, Delhi	2015

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	Banking Law and Practices	JSR Publishing House LLP	National	Text Book	2021
2	Insurance Sector-Regulatory Framework (The Future Ahead)	Sheriden Book Company	International	Text Book	2020
3	A research on Consumption Patterns and Attitude of Curd	Lambert Academic Publishing	International	Edited Book	2018

12. Book Chapters in National and International Books

S No.	Title of Chapter (Page No.)	Name of Book	National/ International	Year of Publication
1	Mobile Learning: Factors Affecting Students' Adoption in Higher Education	M-Commerce: Experiencing the Phygital Retail	International	2018
2	A Study on Customer Satisfaction in Education Popularance in Use of Digital Wallets in Demonetization Era	Research Exertion on Contemporary Issues 2018	International	2018
3	Green Human Resource Management Practices-An emerging vertical for Environmental Performance	Emerging Dimensions of Business & Management in the Present-day Competitive Environment	International	2021

4	Challenges Faced by Affiliated Institutions (Tier- II) in Outcome-Based Education (OBE) Implementation: A Literature Survey	Technology Driven E-learning Pedagogy Through Emotional Intelligence	International	2023
5	A Way Forward: Post Pandemic Sustainable Development	Resurgence of Economies Globally Post Pandemic Issues and Challenges	International	2023

13. Patent / Copyright :

S No.	Title of Patent/Copyright	Applicants	Patent /copyright number and Year
1	Online Teaching-Learning and Digital Training Management System	Dr.Aanshu Lochab	Patent no.- 202211004890, Year 2022

14. Sponsored Project/Consultancy :

S No.	Title of Project/Consultancy	Applicants	Sanctioned Amount	Sponsoring Agency	Duration of the project specifying the date of sanctioning
1	Digitization enabling Delhi MSME's to Scale Up for Inclusive Growth	Dr.Aanshu Lochab Dr.Ruhee Mittal Dr.Sushila Soria	6,00,000/-	Indian Council of Social Science Research Under Scheme IMPRESS I	24 Months

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
1.	Aarush Shokeen	Fashion Consciousness of Generation Y with Moderating effect of Social influence in Delhi	Singhania University, Rajasthan	<u>2023</u>	Co-supervisor

16. Membership of Professional Bodies : None

S No.	Name of the Professional Body	Member/Fellow (Membership No.)	Remarks

