



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. Monika Tushir
2. **Date of Joining:** 10<sup>th</sup> August, 2006
3. **Present Position:** Associate Professor
4. **Department:** Business Administration
5. **Email ID:** monikatushir@msijanakupuri.com
6. **Profile:**

#### **Your profile (glorify your work)**

As a teacher, it has been my aim to create a love for learning in my students and motivated them to achieve newer heights in their career to contribute in the development of the nation. My incessant focus on their holistic development including an emphasis on having a well rounded personality helps develop trust between me and my students. My emphasis on the inculcation of values and ethics through my class room interaction has motivated my students to become responsible citizens and achieve excellence in their lives.

#### **7. Educational Qualification:**

S No.	Degree (graduation onwards)	College and/ or University	Year
1.	B.Com	Govt. College for Women, Rohtak	2003
2.	M.Com	Department of Commerce, MDU, Rohtak	2005
3.	Ph.D	Department of Commerce, MDU, Rohtak	2011
4.	UGC Net Commerce	UGC	2013
5.	UGC Net Management	UGC	2013
6.	<b>Certification Course:</b> NPTEL Online certification, funded by Ministry of HRD, Govt. of India, 12 Weeks	Online Course delivered by <b>IIT Roorkee on Working Capital Management</b>	2019
7.	<b>Certification Course:</b> 15 weeks NPTEL-AICTE	Online Course, Punjab University, Funded by Ministry of HRD, GOI on Digital Marketing	2019
8.	<b>Certification Course:</b> ARPIT Refresher Course in Commerce, 16 weeks	Online Course, National Resource Centre, <b>Shri Ram College of Commerce (under MHRD Programme)</b>	2020
9.	Two weeks refresher course on Advanced concepts in developing MOOCs	Online Course, Ramanujan College, University of Delhi	2022

#### **8. Employment Record (Latest First)**

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1.	10 <sup>th</sup> August, 2006	Till date	Maharaja Surajmal Institute	Associate Professor	18 years +

## 9. Research Papers in National and International Journals

S No.	Title of Paper	Name of Journal	National/ International	Year of Publication
1	A Study Towards Understanding The Consumer Psychology And Credence In Organic Food In Post-Pandemic India	AFJBS	International	2024
2	Machine Learning for Adaptive Curriculum Development: Implementing optimized Light Gradient Boosting in Global Education	Accepted for Publication in IEEE Scopus Indexed proceedings	International Conference, IEEE	2024
3	Unveiling Gender Dynamics in Financial Awareness and Risk Perceptions among College Going Students	IJCRT	International/peer reviewed	2023
4	Mediating Role of Job Satisfaction on Training and Development and Employees Performance	Dickensian Journal	International/peer reviewed	2022
5.	A study on the gender-wise differences in the satisfaction level and teacher-student relationship during online classes	The International journal of analytical and experimental modal analysis	International/peer reviewed	2021
6.	Stress among Fresh Graduate Students during COVID 19	International Journal of Creative research thoughts	International/peer reviewed	2021
7.	The Evolution and growth of E-Commerce Industry in India	International Journal of Computers, IT and Engineering	International/peer reviewed	2015
8.	Enterprise Resource Planning as an Indispensable Tool in Modern Business	<i>International Journal of Mgt. Research and Technology</i>	International/peer reviewed	2015
9.	Managing Human Resources with Enterprise Resource Planning	International Journal of Business Mgt. Economics and IT	International/peer reviewed	2015
10.	Corporate Social Responsibility: People, Planet and Profit	SSIJMAR	International/peer reviewed	2015
11	The Emergence of Emerging Markets	Radix International Journal of Economics and Business Management	International/peer reviewed	2015
12.	Insurance Reforms In India and their Impact, Management	Journal of Asian Business Management	International/peer reviewed	2015
13.	Financial Inclusion and Pradhan Mantri Jan Dhan Yojna	SSIJMAR	International/peer reviewed	2015
14.	“Why is India a Favorable FDI Destination”?	Radix International Journal of Economics and Business Management	International/peer reviewed	2015
15.	The Growth and Evolution of Insurance Industry in India”	GIRT	International/peer reviewed	2015

16.	“The NRLM and the Perpetually Persisting Poverty	Radix International Journal of Economics and Business Management	International/peer reviewed	2015
17.	Globalization: The Future of Indian Economy	SSIJMAR	International/peer reviewed	2015
18.	“Banking Structure and its Contribution in Social Upliftment	SSIJMAR	International/peer reviewed	2015
19.	The Goods and Service Tax and its likely Impact on Indian Economy	<i>International Journal of Economic Issues</i>	International/peer reviewed	2014
20.	Managing Retention: Challenges and Solution	GIRT	International/peer reviewed	2014
21.	Managing Interpersonal Behaviour at Workplace	SSIJMAR	International/peer reviewed	2014
22.	“Self Help Groups and its Models”	IMS Manthan	National	2009
23.	Role of Micro Finance to uplift the Economic Condition of Women Households in Haryana through SHG	Southern Economist	National	2008
24.	Rural Banking and Micro Finance	Southern Economist	National	2007

#### 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	Exploring the Relevance of Indian Knowledge Systems in Modern Education: Bridging Tradition and Innovation	“Exploring the Indian Knowledge Systems”	National Conference	Delhi Teachers’ Training College	2025
2	An Analysis of Applicability of Innovative ICT Technology in Teaching in India	“Bridging the Divide: Indian Knowledge Systems and Contemporary Education”	National Conference	Guru Ramdass College of Education, GGSIPU, Dwarka	2024
3	Leveraging Enterprise Resource Planning for Organizational Benefit	India’s Yes to Mega Reforms: Issues, Challenges and Implications	National Conference	Maharaja Surajmal Institute	2019
4	Transformation in Business through Enterprise Resource Planning Systems	Paradigm shift from developing to developed India through Digitization	National Conference	Maharaja Surajmal Institute	2017
5	Performance of Enterprise Resource Planning Systems in Indian Manufacturing Organizations	Innovations in IT, Management, Education-Digital India initiative	National Conference	Maharaja Surajmal Institute	2015
6	SGSY-The Chief Programme of Indian Government	Organisational Transformation in Merging Real and Virtual World	National Conference	Maharaja Surajmal Institute	2015
7	Enterprise Resource Planning Systems: The advent Technology for Organizations	Recent trends in computing and communication technology	International	Ideal Institute of Management and Technology and School of Law, Delhi	2014
8	Globalization and Indian	Innovative ways of	International	Bhartividyapeeth University	2013

	Economy	managing business in the Post Globalised era			
9	ICT and Educational Reforms in India	FDI in India: Challenges, Effectiveness and future	National	DIRD	2013
10	Indian Economy in the Time of Contemporary Globalisation	Building Competitiveness in the Indian Manufacturing Sector	National	GNA IMT	2013
11	Commerce Education in India: Contours and Perspectives	Contours of commerce education in India	National Conference	M.D.University	2013
12	Derivatives Trading in India	Emerging issues in Derivatives Markets in India	National Conference	IMSAR, M.DUniversity	2012
13	Negotiating for Conflicts and Dispute Resolutions	Human Resource in Global Perspective	International workshop (organized for Senior Foreign Services Officers from the Ministry of Finance, Bangladesh)	Maharaja Surajmal Institute	2011
14	The-Fly-by-Night-Employees and its Repercussions	Management of Environmental risk and uncertainties in the contemporaneous Business Milieu	International Conference	Maharaja Surajmal Institute	2011
15	HRM challenges and Issues	India Inc: Challenges ahead	National Conference	GNA-IMT	2011
16	Role of technology in modern education	Activity based learning in Professional education	National Conference	IMSAR, MDU	2011
17	Fuller Capital Account Convertibility	Fuller Convertibility: A roadmap to success	National Conference	USMS, GGSIPU	2007
18	Rural Banking and Micro Finance	Banking in India: Thrust and challenges	National Conference	Kamala Nehru College, Delhi	2008
19	Micro finance-The Best Poverty Alleviator	Emerging issues in capital market	National Conference	Kurukshetra University, Kurukshetra	2007

## 11.

### Books and Journals Published/Edited:

S No.	Title of Book/Journal	Publisher	National/ International	Year of Publication
1	Income Tax Law and Practice (3 <sup>rd</sup> Edition)	JSR Publishing House	National/International	2025
2	Income Tax Law and Practice (2 <sup>nd</sup> Edition)	JSR Publishing House	National/International	2024
3	Digital Marketing (2 <sup>nd</sup> Edition)	JSR Publishing House	National/International	2024
4	Entrepreneurial Mindset	Scholar Tech Press	National/International	2023
5	Training and Development	Scholar Tech Press	National/International	2023
6	Income Tax Law and Practice	JSR Publishing House	National/International	2022
7	Digital Marketing	JSR Publishing House	National/International	2022
8	Management Accountitng: Principles and	Savera Publications	National/International	2015

	Practices			
9	The Poverty Panorama	Serial Publications	National/International	2015
10	Micro-Credit Financing in India	Serial Publications	National/International	2015
11.	Edited: Emerging Paradigms in Management in the Era of Globalization	Savera Publications	National	2014
12	Edited: Managing Innovations and Talent in the highly Competitive Global Business Environment	Savera Publications	National	2013
13.	Taxation Laws Simplified	Taxguru Publications	State	2012
14.	Edited: Global Financial Environment and its Impact on Corporate Houses in India	Savera Publications	National	2012

## 12. Chapters published in Books

S No.	Title of Chapter	Name of Book	National/ International	Year of Publication	No. of Authors
1	Machine Learning for Adaptive Curriculum Development: Implementing optimized Light Gradient Boosting in Global Education	Published in IEEE Scopus Indexed proceedings	International	2024	
2	Financial Stability, Vol. 2, 234-248	Money, Financial Institutions and Markets for MA Economics Programme, IGNOU, 978-93-6106-562-0	National	2024	
3	Foreign Direct Investment and Foreign Portfolio Investment, Vol. 2, 189-204	Money, Financial Institutions and Markets for MA Economics Programme, IGNOU, 978-93-6106-562-0	National	2024	
4	Hybrid Learning: The Future of Education in India	“Economic & Social Perspective of New Normal through Hybrid Work Models”	International	2022	Second Author (two authors)
5	A Qualitative Study on the Inclination of Youths’ Towards Entrepreneurial Mindset	Resurgence of Economies Globally Post Pandemic: Issues and Challenges	International	2021	First Author
6	Startup India: Is it a Non-starter?	Digital Entrepreneurship	National	2021	Sole Author
7	Artificial Intelligence in Education: The journey so far and the Future Prospects	Emerging trends in Big Data, IOT and Cyber Security	National	2020	Sole Author
8	Quality Assurance Practices: A Study of Indian Banking Sector	Quality Assurance in Higher Education: Practices and Issues	National	2019	Sole Author
9	Government Initiatives for quality assurance in Agricultural Sector	Quality Assurance in Higher Education: Practices and Issues	National	2019	First Author
10	Disaster Management: Government Initiatives	Assuring Quality in Higher Education: Innovations and Challenges	National	2018	Second Author (two authors)
11	<b>Has Globalization Rubbed the Indian Small Scale Sector the Wrong Way?</b>	<b>Emerging Paradigms in \Management in the Era of Globalization</b>	<b>National</b>	<b>2014</b>	<b>Sole Author</b>
12	<b>FDI in Retail-Another Opportunity</b>	<b>FDI in multi brand</b>	<b>National</b>	<b>2013</b>	<b>Sole Author</b>

	being overlooked	retail Challenges & Opportunities	sector:		
13	Harnessing Talent and Innovations in the Depressive Global Business Ethos	Managing Innovations and Talent in the Highly Competitive Global Business Environment	National	2013	Sole Author
14	Foreign Direct Investment in Retail and its Impact on Economic Growth in India	Global Financial Environment and its Impact on Corporate Houses in India	National	2012	Sole Author
15	Managing Human Resource in the Globalized Indian Economy	Global Forces Shaping the Future of Business and Society	National	2012	Sole Author
16	Micro Finance and its Impact on Poverty Reduction	Emerging Paradigms in Business & Economics	National	2011	Sole Author
17	Agricultural and Rural Marketing-Challenges and Perspectives Ahead	Emerging Issues in Marketing: Challenges and Perspectives	National	2011	First Author (two authors)

### 13. Training and FDPs Attended:

S No.	Name of Training	Name of Training Institution, City	Type of Training and FDPs	Period	
				From	To
1	Industry 4.0: Transforming Manufacturing Through Innovation	Fortune Institute of International Business	Atal FDP	24 <sup>th</sup> February, 2025	1 <sup>st</sup> March 2025
2	Enhancing Research Competence: A Multidisciplinary Perspective	Maharaja Surajmal Institute, Delhi	National Level	30 May, 2024	5 June, 2024
3	Managing Online Classes and co-creating MOOCs (Online Mode)	Ramanujan College, University of Delhi	National Level	23 May, 2024	5 June, 2024
4	NAAC Accreditation Framework	Guru Shree Shantivijai Jain College for Women	National Level Virtual one week FDP	9 <sup>th</sup> September, 2023	16 <sup>th</sup> September, 2023
5	Qualitative and Quantitative Research Design in Higher Education	Eudoxia Research Centre in collaboration with Eudoxia Research University, USA	One week International FDP	1 May 2023	6 May, 2023
6	Re-inventing Education Paradigm in India	MSI	One week FDP	20 <sup>th</sup> Feb. 2023	24 <sup>th</sup> Feb. 2023
7	Refresher Course in Advanced Concepts in Developing MOOCs	Ramanujan College, University of Delhi	Two week FDP	7 Jan., 22	21 Jan., 22
8	New Education Policy 2020: Roadmap to Develop Faculty for 21st Century	MSI	One week	27 Dec. 2021	1 Jan., 22
9	Econometric Models for Time series and Panel Data	MSI	One week FDP	15 Feb. 21	19 Feb. 21
10	Data Analytics using R	MAIT	One week FDP	23 July 21	27 July 21
11	Pragmatic tools for quality research	MSI	One week FDP	16 Dec.	22 Dec. 2020
12	Digital Tools for Writing,	Supported by Ministry	Two Weeks	12	23 July, 2021

	Authoring and Reviewing Manuscripts	of Electronics and Information Technology, NITP		July, 2021	
13	Refresher Course in Commerce	MOOC, AICTE approved	16 weeks Training	1 Sep., 2019	1 Jan., 2020
14	Working Capital Management	MOOC, AICTE approved	12 weeks training	29 July, 2019	18 Oct., 2019
15	“Process Management in Problem Solving” an online FDP (live), from 3 to 8 June, 2020.	ICT Academy	One Week FDP	3 June, 2020	8 June, 2020
16	Contemporary Issues and Challenges in Management, Education and Information Technology	MSI	One week FDP	5 <sup>th</sup> Feb, 2019	9 <sup>th</sup> Feb., 2019
17	Quality 4.0: An approach towards innovative Pedagogy	MSI	One week FDP	15 <sup>th</sup> July, 2019	19 <sup>th</sup> July, 2019
18	Assuring Quality in Higher Education: Innovations and Challenges	MSI	One week FDP	17 <sup>th</sup> July, 2018	21 <sup>st</sup> July, 2018

#### 14. Conferences/ Workshops/ Seminars/Webinars Attended

S No.	Name of Conferences/ Workshops/ Seminars	Name of Institution, City	Type of Conferences/ Workshops/ Seminars	Period	
				From	To
1	Sustainable Business Management, Innovation and Technology	MSI	International Conference	20 <sup>th</sup> February	21 <sup>st</sup> February, 2025
2	Resurgence of Economies Globally Post Pandemic: Issues and Challenges	MSI	International Conference	29 <sup>th</sup> October	30 <sup>th</sup> October, 2021
3	Digital Entrepreneurship	MSI	National Conference	29 <sup>th</sup> January, 21	30 <sup>th</sup> January, 2021
4	“Relevance Of Business Research In Teaching”	IBS	Faculty Knowledge Exchange Program	31 <sup>st</sup> July 2021	31 <sup>st</sup> July 2021
5	Covid 19: It's impact on Engineering disciplines	MSI	Webinar	7 <sup>th</sup> August, 2020	7 <sup>th</sup> August, 2020
6	How to Make Research Better & Matter too	MAIMS	e-Workshop	18 <sup>th</sup> May, 2020	18 <sup>th</sup> May, 2020
7	“Dismantling Agrarian Economy and perpetuating the crisis” and “Positioning the young minds for efficiency during turbulent times”	MSI	Webinar	27 <sup>th</sup> July, 2020	27 <sup>th</sup> July, 2020
8	Aligning yourself to the publishing process	Elsevier	Workshop	23 <sup>rd</sup> July, 2020	24 <sup>th</sup> July, 2020
9	Research Paper and Questionnaire Development	RKGIT, Ghaziabad	Webinar	27 <sup>th</sup> June, 2020	27 <sup>th</sup> June, 2020
10	Economic Dimensions Impact on COVID-19 Crisis-A Challenge in South Asian Countries	ARSD, University of Dehi	International Webinar	26 <sup>th</sup> June, 2020	26 <sup>th</sup> June, 2020
11	Attended Webinar on Human Values in	MSI	Webinar	20 <sup>th</sup> June, 2020	20 <sup>th</sup> June, 2020



	Contemporary Scenario and Role of Emotional Intelligence in COVID-19 Crisis				
12	Attended Webinar on Ethical Issues in Research and Leadership Challenges in this Hour of Crisis	MSI	Webinar	17 <sup>th</sup> June, 2020	17 <sup>th</sup> June, 2020
13	Webinar on “The Corona Pandemic Challenge: Coping up with Physical, Emotional & Digital Stress” and “ICT in education & Teaching- learning post corona pandemic	MSI	Webinar	1 <sup>st</sup> June, 2020	1 <sup>st</sup> June, 2020
14	E Workshop on “How to make research better and matter too”	MAIMS, GGSIPU	Webinar	18 May, 2020	18 May, 2020
15	Emerging Trends in Big Data, IoT and cyber security	MSI	Conference	13 <sup>th</sup> March, 2020	14 <sup>th</sup> March, 2020
16	Quality Assurance in Higher Education: Practices and Issues	MSI	Conference	16 <sup>th</sup> May, 2019	17 <sup>th</sup> May, 2019
17	Paradigm shift from developing to developed India through Digitization	MSI	Conference	28 <sup>th</sup> July, 2017	29 <sup>th</sup> July, 2017
18	Innovations in IT, Management, Education-Digital India initiative	MSI	Conference	21 <sup>st</sup> March, 2015	21 <sup>st</sup> March, 2015
19	Innovative Entrepreneurship to Minimize Carbon Footprints”	MSI	International Conference	19 <sup>th</sup> April 2014	19 <sup>th</sup> April 2014
20	Joyful Learning : Prospects and Challenges	MSI	National	29 <sup>th</sup> March, 2014	29 <sup>th</sup> March, 2014
21	New Frontiers in Computer Science Research	MSI	National	28 <sup>th</sup> Sept, 13	28 <sup>th</sup> Sept, 13
22	Empowering Growth through Corporate Governance and Economic Stability Measures	Sri Guru Gobind Singh College of Arts and Commerce, DU	National	23 February 2012	24 <sup>th</sup> February 2012
23	Effective Teaching through Case Study Methodology	MSI	National	January 21, 2012	January 21, 2012
24	“Human Values and Professional Ethics”	MSIT	National	04 <sup>th</sup> February, 2012	04 <sup>th</sup> February, 2012
25	“Recent Trends in Mobile and Web Technology”	MSI	National	10 <sup>th</sup> Mar, 2012	10 <sup>th</sup> Mar, 2012
26	Changing Paradigm in Teacher Education in the light of NCFTE	MSI	National	March 4, 2011	March 4, 2011
27	Strategic Management in the Emerging Global Scenario and Corporate Governance- the way ahead	MSI	National	Nov 26, 2011	Nov 26, 2011
28	Managing Odds through Innovations	MSI	National	May 22, 2010	May 22, 2010
29	Contemporary Issues and Challenges in Management”	MSI	National	03 <sup>rd</sup> April, 2010	03 <sup>rd</sup> April, 2010
30	The Right to Information Act: Strengths and Challenges	MSI	National	10 <sup>th</sup> Feb. 07	10 <sup>th</sup> Feb 07

#### 15. Membership of Professional Bodies

S.No.	Name of the Body	Member/Fellow	Remarks
1.	All India Commerce Association	Member	

**Dr. Monika Tushir**