

Faculty Profile

Faculty Name	Dr. Anju Kumari
Designation	Associate Professor
Qualification	PhD, MBA, BE
Email	Dranju.mba@piet.co.in
Area of Interest	HR & Marketing
Work Experience (Total)	8.6 years
<ul style="list-style-type: none"> • Teaching 	8.6
<ul style="list-style-type: none"> • Research 	-
<ul style="list-style-type: none"> • Industry 	-
<ul style="list-style-type: none"> • Others 	-
Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	<ul style="list-style-type: none"> • Industrial Relations & Labor Laws • Training and Development • Recruitment Selection & Compensation Management • Organizational Structure & Design • Consumer Behavior • Product & Brand Management • Marketing Management • Sales & Distribution Management • Legal Aspects of Business • Organizational Behavior • Human Resource Management • Introduction to IT • Principles of Management • Business Organization • Computer Fundamentals
Membership of Professional Bodies	-
Research Publications	12
<ul style="list-style-type: none"> • Research Papers UGC-CARE 	
<ul style="list-style-type: none"> • Research Papers SCOPUS 	
<ul style="list-style-type: none"> • Research Papers WoS/SCI/ABDC 	
<ul style="list-style-type: none"> • List of Publications 	
Book and Chapter Publications	
<ul style="list-style-type: none"> • Books Authored published by 	

International Publishers	
• Books Authored published by National Publishers	
• Publication of Chapter in Edited Books	
• Editor of Book by International Publishers	
• Editor of Book by National Publishers	
• Translation Work of Book	
• List of Book and Chapter Publications	
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• Filed	
• List of filed patent(s)	
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• Degree Awarded	9
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Awards & Honours	
• List of Awards & Honours	
Invited lectures / Resource Person/ paper presentation in Seminars/ Conferences/full paper in Conference	11

• International (Abroad)	
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• National	8
• List of published papers	
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• List of Conference/FDP/STTP committee	
Social Contributions and Sports	
• List of Social Contributions and Sports	

List of Publications

S. No.	Title with Page No.	Co-Author(s)	Journal Name	ISSN/ISBN No.
1	“‘Uber’ killing the largest market share holder of Indian Cab Industry- A Case Study”. Vol.07, Issue03, July-Sept, 2020, pg no-31-43.	-	International Journal of Business, Management and Allied Sciences	ISSN2349-4638
2	“Green Marketing”. Vol.07, Issue12, December, 2017, pg no-688-690.	2	Indian Journal of Applied Research	ISSN 2249-555X
3	“Corporate Social Responsibility- TheconceptualView”. Vol.05, Issue04, December, 2016, pg no-24-27.	1	International Journal of	ISSN2278-6643
4	“Role Of Green Banking In Sustainable Development Of India”. Vol.05, Issue04, December, 2016, pg no-28-33.	1	Research Review In Engineering Science & Technology	
5	‘Employees Retention Strategies-A tool to resolve employment conflicts’. Vol.04, Issue02, October2016, pg no-6-13.	-	International Journal of 360 Management Review.	ISSN:2320-7132

6	“Employee’s Attitude and its impact on Organizational Practices related to Female Employees”. Vol.01, Issue07, July,2016, pgno-146-150.	1	International Journal of Scientific Development and Research	ISSN:2455-2631 (ImpactFactor-2.87)
7	“Demographic factors and Attitude towards Female Employees”. Vol. 03, Issue 04, March2016,pgno-44-52.	1	International journal of Techno-Management Research.	ISSN:2321-3744
8	“Organizations Outlook towards Workforce Gender Diversity”. Vol.02, Issue 04, March2015, pgno-1-8.	1		
9	“Gender Diversity and Employee’s attitude towards women managers: A Review”. Vol-2, Issue2, June-2013,pgno-249-251.	1	International Journal of Education and Management Studies.	ISSN - 2231-5632
10	“Human Rights and Value” Vol.2, Issue 1, Jan-June-2012, pg no-100 -103.	1	Shikshan Anveshika	ISSN2231-1386
11	“Changing Consumer Behaviour”, 2012, pgno-131-135.	1	Conference Proceedings- Innovation and Sustainability – Managing for change.	ISBN:978-81-924342-1-6
12	“Information Management”, 2012, pg no-164-168.	1		ISBN:978-81-924342-1-6

List of Research Papers Presented

S.No	Title of Paper	Co-Author	Presented at
1	Concept of Human Rights & Values.	1	National Seminar on “Education for Human Rights & Values in India” organized by Hindu College of Education, Sonapat.
2	Job satisfaction amongst bank employees.	-	HSB 4th Annual national conference on business & management organized by HSB, GJU, Hisar.
3	Work life balance	-	HSB 4th Annual national conference on business & management organized by HSB, GJU, Hisar.
4	Information management	1	International conference on “Innovation & Sustainability: managing for change” organized by HIM, Sonapat.

5	Changing consumer behavior	1	International conference on “Innovation & Sustainability: managing for change” Organized by HIM, Sonapat.
6	Green Marketing	1	International Conference on Innovative Management Practices for Global Competitiveness organized by Lingaya’s Lalita Devi Institute of Management & Sciences, New Delhi.
7	Change Management	1	HSB 5 th Annual National Conference on Business and Management.
8	Social Marketing	1	National Seminar on Business Solutions for Sustainable and Inclusive Growth at Kurukshetra University (Sponsored by ICSSRNW Regional centre, Chandigarh).
9	Role of Green Banking in sustainable development of India	1	National seminar on Emerging Issues in Commerce and Management at Government College For Women, Rohtak (Department of Commerce, sponsored by Directorate of Higher Education).
10	Corporate Social Responsibility: The Conceptual View	1	National Seminar Sponsored by Director General of Higher Education, Haryana. Organized by Department of Commerce on Emerging Issues in Commerce, Economics and Management.
11	Employee Relations Strategies-A tool to resolve employment on flicts	1	UGC sponsored 2nd National Conference on Contemporary Issues in Commerce, Management and IT, organized by ARYA PGCOLLEGE, PANIPAT.