

Faculty Profile

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| Faculty Name | Mrs. Manju Bala |
| Designation | Assistant Professor |
| Qualification | Ph.D. Pursuing, NET, M.B.A., B.com |
| Email | Manju.mba@piet.co.in |
| Area of Interest | Human Resource Management, Marketing management |
| Work Experience (Total) | |
| <ul style="list-style-type: none"> • Teaching | 4 |
| <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 | MBA, BBA |
| Membership of Professional Bodies | |
| Research Publications | |
| <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 | |
| <ul style="list-style-type: none"> • Books Authored published by National Publishers | |
| <ul style="list-style-type: none"> • Publication of Chapter in Edited Books | |
| <ul style="list-style-type: none"> • Editor of Book by International Publishers | |
| <ul style="list-style-type: none"> • Editor of Book by National Publishers | |

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| • Translation Work of Book | |
| • List of Book and Chapter Publications | |
| Patents | |
| • Published | |
| • List of published patent(s) | |
| • Filed | |
| • List of filed patent(s) | |
| PhD Guidance | |
| • Degree Awarded | |
| • Thesis Submitted | |
| M.Tech. Guidance | |
| • Degree Awarded | |
| • Thesis Submitted | |
| Research Project | |
| • List of Research project | |
| Consultancy | |
| • List of Consultancy | |
| Awards & Honours | |
| • List of Awards & Honours | |
| Invited lectures / Resource Person/ paper presentation in Seminars/ Conferences/full paper in Conference | |
| • International (Abroad) | |
| • International (Within Country) | |
| • National | |
| • List of published papers | Table given below |
| Organizing National Conference/ International Conference/ FDP/STTP | |
| • List of Conference/FDP/STTP | |

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| committee | |
| Social Contributions and Sports | |
| <ul style="list-style-type: none"> • List of Social Contributions and Sports | |

List of Publications

| TOPIC OF RESEARCH | PUBLISHED IN |
|--|--|
| Impact of demographics on adoption of E-Banking among Rural population: a study of Panipat Distt. Haryana | International conference 2023 at KUK |
| Impact of personal factors on female buying behavior | Global journal of marketing and Research |
| Role of advertisement in creating brand personality with special reference to diamond jewellery | 3 rd National conference organized by BFCMT |
| Role of Human resource in creating Brand Awareness: A study of Amway | 3 rd National conference organized by BFCMT |
| HRD Challenges in Tourism – A study of Malwa Region | G.G.S. college for women, CHANDIGARH |
| Café Coffee Day “Perception of CCD Employees Towards its HR Policies- A study of Bathinda, Panchkula, Mohali | 2 nd National conference organized by BFCMT |