

Dr. MONIKA GUPTA VASHISHT

Ph.D (Management), UGC-NET (Management), MBA

Associate Professor (Marketing and General Management)

Chandigarh Group of Colleges (CGC), Landran, SAS Nagar, Punjab, India

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ACADEMIC QUALIFICATIONS

Qualifications	University	Year	Performance
Ph.D (Management)	Maharishi Markandeshwar University (MMU), Mullana-Ambala, Haryana, India (Date of Completion)	19-06-2014	9.00/10.00 or 307/400 or 76.75%
	Date of Registration	09-04-2010	
	Date of submission	24-07-2013	
	Ph.D Course Work	Jan, 2011	
National Eligibility Test (NET) for Lectureship in Management	UGC, New Delhi, India (Date of Qualifying NET)	12-11-2012	
	Date of Examination	24-06-2012	
Masters in Business Administration (MBA) in Marketing	M. D. University (MDU), Rohtak, Haryana, India	May, 2001	65%

TEACHING EXPERIENCE: 9+ years

Duration	Position Held	Institute	University
28.07.2017 – till date	Associate Professor (Marketing and General Management)	Chandigarh Group of Colleges (CGC), Landran, SAS Nagar, Punjab, India	Affiliated to I. K. Gujral Punjab Technical University (IKGPTU) and Approved by AICTE
01.01.2014 – 25.07.2017	Associate Professor and HOD (Marketing and Gen. Mgmt.)	Galaxy Global Group of Institutions (GGGI), Dinaurpur (Ambala), Haryana	Kurukshetra University, Kurukshetra and Approved by AICTE
25.07.2012 – 17.12.2013	Assistant Professor (Marketing and General Management)	Technology Education & Research Integrated Institutions (TERII), Kurukshetra, Haryana	Kurukshetra University, Kurukshetra and Approved by AICTE
01.03.2010 – 18.05.2012	Assistant Professor (Mktg. / Gen. Mgmt.)	M.M. Institute of Management, Mullana-Ambala, Haryana	Maharishi Markandeshwar University, Mullana-Ambala and Approved by AICTE
07.09.2007 – 28.02.2010	Lecturer (Marketing/ General Management)		

Area of Specialization: Marketing Management

Courses Taught

- Marketing : Retail Marketing, Service Marketing, Marketing Management, Advertising Management
- Core Course : Strategic Management, Foundations of Management Consumer Behavior

Teaching Methodology

Inculcating vision- a blend of knowledge, skills and attitude among learners. Motivating the learners to identify goals, develop proposals, formulating strategies. Effective lecture delivery via use of Power Point Presentations. Encouraging every student to participate, interact and deliver presentations. Focus on developing stage confidence, overall personality and communication skills. Discussing Case Studies and current situations and encouraging Role Playing. Mentoring, Periodic performance evaluation and Realistic Assignments. Providing research guidance, joint paper publication and presentation.

RESEARCH EXPERIENCE

Doctoral Thesis : Strategies for Shopping Mall Loyalty

Research Interests

2017 October – till 2018 March: **Circulation Head and Co -Editor** of *Biz and Bytes* (E-ISSN: 0976 0458, Print ISSN: 2320 897X) - A bi-annual Journal Business Management & Technology, Chandigarh Business School of Administration, Chandigarh Group of Colleges, Landran, Mohali (Punjab); **included in UGC Approved List of Journals.**

2014 July I– till 2017 July: **Managing Editor/ Editor** of *GGGI Management Review* (GGGIMR), (ISSN: 2249-4103) - A Bi-annual Refereed International Journal of Management; **included in UGC Approved List of Journals.**

2012 April-May 2012/ 2007 December- 2009 July: **Circulation Manager/ Business Manager**, *MM University Journal of Management Practices* (MMUJMP), (ISSN 0974-7257) - a bi-annual refereed Journal of Management, MM Institute of Management, Maharishi Markandeshwar University, Mullana-Ambala (Haryana).

Nineteen research papers and articles and **six book reviews** have already been published in reputed refereed academic International and National Journals of repute, Edited Books as Book Chapters and Conference and Seminar Proceedings.

Publications

Research Papers in International Journals (ISSN)

1. Dr. Monika Gupta Vashisht (2016 July-December). **Plagiarism in the Higher Education Research.** *GGGI Management Review* (GGGIMR), (ISSN: 2249-4103) - A Bi-annual Refereed International Journal of Management; **included in UGC Approved List of Journals**, Galaxy Global Group of Institutions (GGGI), Dinarpur (Ambala), Haryana. Volume 6, Issue 2, pp. 09-14.
2. Dr. Monika Gupta Vashisht (2016 January-June). **Professional Institute Attribute Salience.** *GGGI Management Review* (GGGIMR), (ISSN: 2249-4103) - A Bi-annual Refereed International Journal of Management; **included in UGC Approved List of Journals**, Galaxy Global Group of Institutions (GGGI), Dinarpur (Ambala), Haryana. Volume 6, Issue 1, pp. 05-11.
3. Dr. Monika Gupta Vashisht (2015 July-December). **Positioning in the Footwear Industry.** *GGGI Management Review* (GGGIMR), (ISSN: 2249-4103) - A Bi-annual Refereed International Journal

of Management; **included in UGC Approved List of Journals**, Galaxy Global Group of Institutions (GGGI), Dinarpur (Ambala), Haryana. *Volume 5, Issue 2, pp. 30-35.*

4. Dr. Monika Gupta Vashisht and Dr. Anil Chandhok (2015 January-June). **Positioning in the Smartphone Market.** *GGGI Management Review (GGGIMR)*, (ISSN: 2249-4103)- A Bi-annual Refereed International Journal of Management; **included in UGC Approved List of Journals**, Galaxy Global Group of Institutions (GGGI), Dinarpur (Ambala), Haryana. *Volume 5, Issue 1, pp. 18-21.*
5. Dr. Monika Gupta Vashisht and Dr. Anil Chandhok (2014 July-December). **Positioning in the Fast Food Sector.** *GGGI Management Review (GGGIMR)*, (ISSN: 2249-4103) - A Bi-annual Refereed International Journal of Management; **included in UGC Approved List of Journals**, Galaxy Global Group of Institutions (GGGI), Dinarpur (Ambala), Haryana. *Volume 4, Issue 2, pp. 9-13.*
6. Monika Gupta (2014 January-June). **Co-Shopper Preference and Mall Shopping– A Study of Delhi and NCR.** *GGGI Management Review (GGGIMR)*, (ISSN: 2249-4103) - A Bi-annual Refereed International Journal of Management; **included in UGC Approved List of Journals**, Galaxy Global Group of Institutions (GGGI), Dinarpur (Ambala), Haryana. *Volume 4, Issue 1, pp. 33-40.* Available online <http://galaxygloaledu.com/downloads/GGI%20Management%20Review%20January-June%202014%20April.pdf>
7. Monika Gupta and Dr. Amit Mittal (2012 March). **Positioning of Shopping Centres: A Case Study of Shopping Malls in Delhi and NCR.** *International Journal of Research in IT and Management (IJRIM)*, (ISSN: 2231-4334)- a monthly double-blind peer reviewed Journal of Maharaja Agrasen Institute of Management & Technology (MAIMT), Jagadhri (Haryana). *Volume 2, Issue 3, pp. 125-135.* Available online <http://www.mairec.org/IJRIM/Mar2012/13.pdf>
8. Monika Gupta and Dr. Amit Mittal (2011 October 24). **Consumer Perceptions towards Different Retail Formats in India.** *Online Journal Social Science Research Network (SSRN)*, Social Science Electronic Publishing, Inc.; Available online http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1948865.

Book Reviews in International Journals (ISSN)

1. Monika Gupta (2011 April-June). K. Rama Mohana Rao, *Services Marketing*, Dorling Kindersley (India) Pvt. Ltd., Noida (U.P.), Licensees of **Pearson Education** in South Asia, 2011, 584pp, INR 375, Paperback, 2 ed., **ISBN: 978-81-317-3225-0**. In *Asia- Pacific Business Review (APBR)*, (ISSN: 0973-2470)- an international quarterly refereed Journal of Asia- Pacific Institute of Management, New Delhi, *Volume 7, No. 2, pp. 203-204.* Available online <http://www.asiapacific.edu/ABR-2011/book-Review-monikaGupata.html>
2. Monika Gupta (2010 October- December). K. Aswathappa, Karminder Ghuman, *Management: Concept, Practice and Cases*, **Tata McGraw Hill** Education Private Limited, New Delhi, 2010, 635pp, INR 295, Paperback, **ISBN (13): 978-0-07-018218-4, ISBN (10): 0-07-068218-6**. In *Asia-Pacific Business Review (APBR)*, (ISSN:0973-2470)- an international quarterly refereed Journal of Asia- Pacific Institute of Management, New Delhi, *Volume 6, No. 4, pp. 182-183.* Available online [http://www.asiapacific.edu/\(Volume%20VI.%20No.%201%20January%20-%20March%202010\)/BR-Monika.html](http://www.asiapacific.edu/(Volume%20VI.%20No.%201%20January%20-%20March%202010)/BR-Monika.html)

Research Papers in National Journals (ISSN)

1. Dr. Monika Gupta (2017 October- 2018 March). **Impact of Social Networking Sites on Indian Youth.** *Biz and Bytes (E-ISSN: 0976 0458, Print ISSN: 2320 897X)* - A bi-annual Journal *Business Management & Technology*, **included in UGC Approved List of Journals**, Chandigarh Business School of Administration, Chandigarh Group of Colleges, Landran, Mohali (Punjab), *Volume 9, Issue 1, Article No. 4, pp. 21-25.*

2. Monika Gupta (2014 January- June). **Impact of Shopper's Occupation on Mall Shopping.** *Journal of IMS Group*, (ISSN 0973-824X) - a half-yearly Journal of Institute of Management Studies, Ghaziabad. Volume 11, Issue 1, Article No. 6, pp. 49-56.
3. Monika Gupta and Dr. Amit Mittal (2012 August). **Mall Shopper Clustering in Business Intelligence.** *AIMA e-Journal of Management & Research (AJMR-AIMA)*, (ISSN 0974-497)- a quarterly blind peer reviewed online Journal of All India Management Association (AIMA), New Delhi. Volume 6, Issue 3/4, Article No. 5, pp. 75-95. Available online http://apps.aima.in/ejournal_new/ArticleDetails.aspx?curr=275
4. Paramjeet Redu and Monika Gupta (2011 December). **Consumers' Response to Online-Retailing.** *MM University Journal of Management Practices (MMUJMP)*, (ISSN 0974-7257)- a bi-annual refereed Journal of Management M. M. Institute of Management, M. M. University, Mullana-Ambala. Volume 5, Issue 2, pp. 107-118.

Book Reviews in National Journals (ISSN)

1. Monika Gupta (2011 December): Dawn Iacobucci and Avinash Kapoor, **MM Marketing Management**, Cengage Learning India Pvt. Ltd., Imprint: South Western, 2011, 300pp, INR 399, Paperback, 1 ed., ISBN-13: 9788131510162, ISBN-10: 8131510166. In *MM University Journal of Management Practices (MMUJMP)*, (ISSN: 0974-7257)- a bi-annual refereed Journal of Management. Volume 5, Issue 2, pp. 161-165.
2. Monika Gupta (2009 December): Dr. Pankaj Madan, Dr. Amit Mittal and Sh. Hemraj Verma, **Marketing Management**, Global Vision Publishing House, New Delhi, 2009, 616pp, INR 380, Paperback, 1 ed., ISBN: 978-81-8220-287-0. In *MM University Journal of Management Practices (MMUJMP)*, (ISSN: 0974-7257)- a bi-annual refereed Journal of Management. Volume 3, Issue 2, pp. 185-188.
3. Monika Gupta (2008 December): Michael A. Hitt, Robert E. Hoskisson and R. Duane Ireland, **Management of Strategy: Concepts and Cases**, South-Western Cengage Learning, 2009, 223pp, ISBN-13:978-81-315-0358-4, ISBN-10:81-315-0358-5 In *MM University Journal of Management Practices (MMUJMP)*, (ISSN: 0974-7257)- a bi-annual refereed Journal of Management. Volume 2, Issue 1, pp. 141-143.
4. Monika Gupta (2007 December): Donald Hislop, **Knowledge Management in Organisations**, Oxford University Press, New Delhi, 269pp, INR 250. In *MM University Journal of Management Practices (MMUJMP)*- a bi-annual refereed Journal of Management. Volume 1, Issue 1 pp. 136.

Chapters in Books (Ed.) (ISBN)

1. Monika Gupta (2013 November 30). **Changing Scenes of Indian Retail Sector.** In Dr. S.K. Sinha and Dr. Ajay Dwivedi (Eds.), *Recent Trends in Management (Ed.)*, (ISBN: 978-93-81284-02-5), Rishabh Books, New Delhi, Chapter 3, pp. 21-30.
2. Monika Gupta (2013). **Data Mining for Shopping Malls– Customer Loyalty Strategies.** In Prof. Sagar Gulati, Prof. Deepak Dudeja and Prof. Kamal Deep, *Proceedings of National Conference on Advancements in the Era of Multi Disciplinary Systems (AEMDS-2013)* (Ed.), (ISBN: 978-93-5107-057-3), Elsevier, a division of Reed Elsevier India Private Limited, India, Chapter 57, pp. 315-320.
3. Monika Gupta and Dr. Amit Mittal (2012). **Positioning in the Apparel Sector.** In Dr. Hitesh Katyal, Dr. P.S. Vohra, Ms. Sunayna Khurana and Ms. Beant Kaur (Eds.), *Innovative Research for Business and Management (Ed.)*,(ISBN: 978-93-81212-21-9),Bharti Publications,Ghaziabad,Ch 8, pp. 65-73.

4. Monika Gupta and Dr. Amit Mittal (2012). **An Empirical Study of Customer Evaluation of Loyalty Building Initiatives and Promotional Strategies of Shopping Malls.** In Dr. (Col.) SPS Bedi, Dr. Hitesh Katyal and Dr. P.S. Vohra (Eds.), *Emerging Trends and Various Challenges for Business and Management* (Ed.), (ISBN: 978-93-81212-05-9), Bharti Publications, Ghaziabad, Chapter 26, pp. 223-230.
5. Monika Gupta and Dr. Amit Mittal (2012). **Shopping Mall Attribute Salience.** In Dr. (Col.) SPS Bedi, Dr. Hitesh Katyal and Dr. P.S. Vohra (Eds.), *Emerging Trends and Various Challenges for Business and Management* (Ed.), (ISBN: 978-93-81212-05-9), Bharti Publications, Ghaziabad, Chapter 27, pp. 231-240.
6. Dr. Amit Mittal and Monika Gupta (2010). **Perception towards Organised Retail Players: A Case Study.** In Dr. Raj Kumar and Sh. Adarsh K. Aggarwal (Eds.), *Management: Concepts, Cases & Models* (Ed.), (ISBN: 978-93-80697-04-8), Excel India Publishers, New Delhi, Chapter 7, pp. 51-58.
7. Dr. Roshan Lal and Monika Gupta (2010). **The IT Revolution-Impact on Society and Individual Behaviour.** In Dr. Vikas Arora (Ed.), *Soft Skills – A Key to Professional Excellence* (Ed.), (ISBN: 978-81-8220-319-8), Global Vision Publishing House, New Delhi, Chapter 104, pp. 627-632.

Conference/ Seminar Publications

1. Monika Gupta and Dr. Amit Mittal (2010 March 20). **Big Bazaar-The Most Preferred Retail Format for buying in Ambala District of Haryana, India**, presented and full paper published in the proceedings 2010, pp. 69-81, of the PCMA National Seminar on *New Horizons of Retail Management: Challenges and Opportunities*, Doraha Institute of Management and Technology, Doraha, Ludhiana (Punjab).
2. Monika Gupta, Kuldeep Chaudhary and Priyanka Salgotra (2008 September 26-27). **E-Banking: A Way to Customer Loyalty**, contributed and full paper published in the proceedings, pp. 320-330, of the National Conference on *Managing Customer Loyalty*, MM Institute of Management, Maharishi Markandeshwar University, Mullana-Ambala (Haryana).
3. Praveen K. Thakur, Monika Gupta and Dr. Pradeep Ahalawat (2008 April 26). **BPO/ Call Centre Industry and HR issues**, presented and full paper published in the proceedings, pp. 220-229, of the National Conference on *Service Management* organised by Maharaja Agrasen Institute of Management & Technology (MAIMT), Jagadhri (Haryana).

Conference/ Seminar Presentations

Research Paper Presentations in International Conferences/ Seminars

1. Dr. Monika Gupta Vashisht (2019 July 26-27). **Determining Factors Influencing Faculty Feedback using Data Mining Technique**, presented in the International Conference on *Innovations in Communication Computing and Sciences (ICCS)* at Chandigarh Group of Colleges, Landran, Mohali, Punjab.
2. Dr. Monika Gupta Vashisht (2019 July 26-27). **Students Expectations using Opinion Mining Clustering**, presented in the International Conference on *Innovations in Communication Computing and Sciences (ICCS)* at Chandigarh Group of Colleges, Landran, Mohali, Punjab.
3. Dr. Monika Gupta Vashisht and Dr. Vishal B. Soni (2019 February 22-22). **Agripreneurial Skills for Better Farming Environment**, presented in the International Conference on *Skilling for Self-*

- employment in collaboration with Colombo Plan Staff College (CPSC), Phillipines at National Institute of Technical Teachers Training & Research (NITTTR) Chandigarh.*
4. Monika Gupta (2013 November 30). **Occupation and Mall Shopping**, contributed (and **full paper** published) in the Conference Proceedings of the International Conference on *Reinventing Management Strategy: The Design for Future (IC-RMS 2013)* sponsored by **Indian Council of Social Science Research (ICSSR)** at Institute of Management Studies, Ghaziabad (U.P.)
 5. Monika Gupta and Dr. Amit Mittal (2012 January 29). **Positioning of Shopping Centres: A Case Study of Shopping Malls in Delhi and NCR**, presented and **abstract** published in the Souvenir, pp. 82-83, of the International Conference on *Competitiveness & Innovativeness in Engineering, Management & Information Technology*, **Euro Asia Research and Development Association** at Maharaja Agrasen Institute of Management & Technology (MAIMT), Jagadhri (Haryana). Available online http://www.euroasiapub.org/ICCIEMI/MGT_SS_ICCIEMI.pdf
 6. Monika Gupta and Dr. Roshan Lal (2011 October 10). **The Role of ICT in Higher Education in India**, presented in the International Conference on *Technological & Management Advancements: Issues and Challenges: 2011*, RIMT – Management Campus, Mandi Gobindgarh (Punjab).
 7. Monika Gupta, Dr. Amit Mittal and Saranjeet Singh Dang (2011 May 05-06). **An Empirical Study of Customer Evaluation of Loyalty Building Initiatives and Promotional Strategies of Shopping Malls**, contributed and **abstract** published in the Abstracts Compendium & Souvenir, pp. 44, of the International Conference on *Enhancing Organisational Growth through Innovation and Creativity- Issues, Opportunities and Challenges*, AMITY Business School, Gurgaon, Manesar.
 8. Dr. Amit Mittal and Monika Gupta (2010 May 08). **Perception Towards Organised Grocery Retail Players: A Case Study**, presented and in the International Conference on *Innovative Practices in Management & Information Technology for Excellence*, Maharaja Agrasen Institute of Management & Technology (MAIMT), Jagadhri (Haryana).
 9. Dr. Roshan Lal and Monika Gupta (2010 April 09-10). **The IT Revolution-Impact on Society and Individual Behaviour**, presented in the International Conference on *Soft Skills– A Key to Professional Excellence*, Himalayan Institute of Management, Kala-Amb (H.P.)
 10. Monika Gupta and Dr. Amit Mittal (2010 February 19-20). **The Future of the Small Independents: Best Practices in the Traditional Retail Sector**, presented in the International Conference on *Management Next: Paradigms and Innovations*, GJIMT, Mohali (Punjab).
 11. Monika Gupta and Dr. Amit Mittal (2009 October 24-25). **Consumer Perception towards Different Retail Formats in India**, presented and **abstract** published in the Souvenir, pp. 37, of the **PCMA** International Conference on *Business Challenges & Opportunities in South Asia*, Punjab University, Chandigarh.
 12. Dr. Sambhav Garg, Bhavet Garg and Monika Gupta (2009 October 24-25). **Current Practices in Consumer Protection in South Asia**, presented in the **PCMA** International Conference on *Business Challenges & Opportunities in South Asia*, Punjab University, Chandigarh.
 13. Monika Gupta and Dr. Amit Mittal (2009 October 24-25). **Customer Loyalty Building Initiatives Adopted by Retail Firms in India**, contributed and **abstract** published in the Souvenir, pp. 23-24, of the **PCMA** International Conference on *Business Challenges & Opportunities in South Asia*, Punjab University, Chandigarh.

Research Paper Presentations in National Conferences/ Seminars

1. Dr. Monika Gupta (2018 March 08). **Impact of Social Networking Sites on Indian Youth, presented** and published in IKGPTU sponsored National Conference on *Emerging Trends in Disruptive Innovations and Sustainable Business Management*, Chandigarh Business School of Administration, Chandigarh Group of Colleges, Landran, Mohali (Punjab).
2. Dr. Monika Gupta Vashisht (2016 December 16-17). Represented Galaxy Global Group of Institutions (GGGI), Dinarpur (Ambala) as 'Publishing Partner' in National Conference on *Intellectual Property Rights (IPR)*, PHD Chamber of Commerce and Industry (PHDCCI), New Delhi.
3. Dr. Monika Gupta Vashisht (2016 November 12). Participated in *Startup India Summit*– A Joint Initiative of PHDCCI, New Delhi and GGGI, Ambala, Galaxy Global Group of Institutions (GGGI), Dinarpur (Ambala), Haryana.
4. Dr. Monika Gupta Vashisht (2016 February 06). **Digital Marketing and Social Media, presented** in National Seminar on *Contemporary Issues and Challenges in Business Environment*, Government Post Graduate College, Ambala Cantt, Haryana.
5. Dr. Monika Gupta Vashisht and Dr. Anil Chandhok (2015 February 21). **Positioning in the Footwear Industry, presented** in Colloquium 2015– 6th National Conference on *Engineering, Management and Apparel & Textile Technology*, Galaxy Global Group of Institutions (GGGI), Dinarpur (Ambala), Haryana.
6. Dr. Monika Gupta Vashisht and Dr. Anil Chandhok (2015 March 21). **Positioning in the Smartphone Market, presented** in the National Seminar on *Strategies for Business Excellence in Global Era*, University School of Management, Kurukshetra University, Kurukshetra (Haryana).
7. Monika Gupta (2013 April 20). **Customer Retention: A Big Challenge in the Indian Shopping Malls, presented** in the National Seminar on *Recent Developments in Business Management*, Kurukshetra Institute of Technology & Management (KITM), Kurukshetra (Haryana).
8. Monika Gupta (2013 April 06-07). **Data Mining and Mall Shopper Profiling**, presented in 2nd National Conference in technical collaboration with **ELSEVIER** on *Advancements in the Era of Multi-Disciplinary Systems*, Technology Education & Research Integrated Institutions (TERII), Kurukshetra (Haryana).
9. Monika Gupta (2013 April 06). **Kirana Stores: A Challenge in Retail Sector in Indian Market, presented** and **abstract published** in the 'Abstracts', pp. 17 of the AICTE sponsored National Conference on *Challenges in the Retail Sector in Indian Market*, Himalayan Institute of Management, Kala-Amb (H.P.)
10. Monika Gupta and Dr. Amit Mittal (2012 February 10). **Positioning in the Apparel Sector, presented** in the National Conference on *Changing Marketing Paradigm in Product & Service Sector*, Chandigarh Business School, Landran, Mohali, (Punjab).
11. Monika Gupta and Dr. Amit Mittal (2011 November 11). **Shopping Mall Attribute Salience, presented** in the National Conference on *Emerging Trends and various Challenges in Business & Management*, Chandigarh Business School, Landran, Mohali (Punjab).
12. Monika Gupta and Dr. Rimpi Walia (2011 February 18). **Rural Retail Ventures: Case Studies in the Indian Rural Retail Markets, presented** in the National Seminar on National Bank for Agriculture and Rural Development (NABARD) sponsored *Agriculture: The Backbone of Indian Economy*, MM Institute of Management, Maharishi Markandeshwar University, Mullana-Ambala.

13. Monika Gupta and Dr. Amit Mittal (2010 March 20). **Big Bazaar-The Most Preferred Retail Format for buying in Ambala District of Haryana, India**, presented and **full-paper published** in the Proceedings, 2010, pp. 69-81, of the **PCMA National Seminar on *New Horizons of Retail Management: Challenges and Opportunities***, Doraha Institute of Management And Technology, Doraha, Ludhiana (Punjab).
14. Bhavet Garg, Mohita and Monika Gupta (2009 November 06-08). **Electronic Customer Relationship Management–A Mantra of Success for Corporate**, presented in the **AICTE Sponsored National Seminar on *Emerging Facets of Management–Issues and Challenges***, AIMT, Ambala City (Haryana).
15. Bhavet Garg, Dr. Sambhav Garg and Monika Gupta (2009 November 07). **Consumer Perception towards Reliance Fresh Retail Outlets in Jagadhri and Yamuna Nagar**, presented in the **AICTE Sponsored National Conference on *Retail Management in Indian Scenario: Issues and Challenges***, N. C. College of Engineering, Israna, Panipat (Haryana).
16. Dr. Sambhav Garg, Bhavet Garg and Monika Gupta (2009 November 06-07). **A Study on Tourism and Hospitality Business Potential in Yamuna Nagar District of Haryana–A Case Study**, presented and **abstract published** in the Souvenir, pp. 3 of the Indian Hospitality Congress (IHC) supported National Conference on *Hospitality Industry in India– Developments and Challenges*, MM Institute of Catering Technology & Business Management, Mullana-Ambala (Haryana).
17. Bhavet Garg and Monika Gupta (2009 September 05). **Emerging Paradigms in Management Education**, presented in the **PCMA National Conference on '*Emerging Paradigms in Commerce and Management Education*'**, GSSDGS Khalsa College, Patiala (Punjab).
18. Monika Gupta and Bhavet Garg (2009 May 09). **A Study on Faculty Retention Management in Private Self-Financed Engineering Colleges in Haryana**, presented and **abstract published** in the Souvenir, pp. 22 of the National Conference on *Service Management*, Maharaja Agrasen Institute of Management & Technology, Jagadhri (Haryana).
19. Mohita, Bhavet Garg and Monika Gupta (2009 February 20-21). **Student and Faculty Perception Regarding use of latest Communication Tools for Teaching Learning Process in Engineering Colleges in Haryana–A Case Study of Yamuna Institute of Engineering and Technology (YIET), Gadholi, Yamuna Nagar**, contributed and **abstract published** in the Souvenir, pp. 102, of the National Conference on *Emerging Trends in Communication*, Swami Vivekanand Institute of Engineering and Technology (SVIET), Ram Nagar, Banur, District Patiala (Punjab).
20. Monika Gupta, Kuldeep Chaudhary and Priyanka Salgotra (2008 September 26-27). **E-Banking: A Way to Customer Loyalty**, contributed and **full-paper published** in the Proceedings, pp. 320-330, of the National Conference on *Managing Customer Loyalty*, MM Institute of Management, Maharishi Markandeshwar University, Mullana-Ambala (Haryana).
21. Praveen K. Thakur, Monika Gupta and Dr. Pradeep Ahalawat (2008 April 26). **BPO/ Call Centre Industry and HR issues**, presented and full paper published in the proceedings, pp. 220-229, of the National Conference on *Service Management: India-An Emerging Services Economy: Issues & Perspectives* organised by Maharaja Agrasen Institute of Management & Technology (MAIMT), Jagadhri (Haryana).
22. Praveen K. Thakur, Monika Gupta and Dr. Pradeep Ahalawat (2008 February 09). **Stress Management - Strategy and Techniques**, presented and **abstract published** in Souvenir-cum-Proceedings, pp. 63, of the National **Seminar on *Occupational Stress and its Remedies in the 21st Century***, AIMT, Ambala City (Haryana).

Faculty Development Programmes

2019 June 17- 28: **Research Grants, Project Funding and Consultancy for Academic Institutes**, attended **Two-weeks**, *Faculty Development Programme*, Chandigarh Business School of Administration, Chandigarh Group of Colleges, Landran, Mohali (Punjab).

2018 December 31-2019 January 4: **Research Methodology**, attended **Two-weeks**, *Staff Development Programme*, National Institute of Technical Teachers Training and Research (NITTTR), Chandigarh.

2018 June 25- July 06: **Strengthening Quality Education through Experiential Learning leading to Student Employability**, attended **Two-weeks**, *Faculty Development Programme*, Chandigarh Business School of Administration, Chandigarh Group of Colleges, Landran, Mohali (Punjab).

2015 August 12: **Re-Thinking of Business Patterns- A wave towards 3 Es (Effectiveness, Exploration, Expansion)**, attended **One-Day**, *Management Development Programme*, MM Institute of Management, Maharishi Markandeshwar University, Mullana-Ambala (Haryana). Eminent Guest Speaker: Prof. (Dr.) Zafar U. Ahmad (Texas – USA).

2011 December 15- 29: **Marketing Research Process and Data Analysis**, attended **Two-weeks**, AICTE sponsored *Staff Development Programme*, MM Institute of Management, Maharishi Markandeshwar University, Mullana-Ambala (Haryana).

2008, May 26– June 06: **Teaching Methodology in Engineering and Technology**, attended **Two-weeks**, AICTE sponsored *Faculty Development Programme*, MM Engineering College, Maharishi Markandeshwar University, Mullana-Ambala (Haryana).

Workshops

2018 April 07: **Awareness Workshop on Accreditation (NBA/ NAAC)**, organized by I K Gujral Punjab Technical University (IKGPTU), Kapurthala, attended *One-day at Doaba Institute of Engineering and Technology, Kharar, Punjab*.

2018 January 16-17: **National Case Writing Workshop**, attended *Two-days*, Chandigarh Business School of Administration, Chandigarh Group of Colleges, Landran, Mohali (Punjab).

2017 January 12: **Approval Process-2017-18**, attended *One-day Stakeholder Workshop*, AICTE, New Delhi.

2012 November 10-11: **Aakash for Education**, attended *Two-days ISTE Workshop*, conducted by Indian Institute of Technology, Bombay under the National Mission on Education through ICT (MHRD), at Remote Centre(s), Technology Education & Research Integrated Institutions (TERII), Kurukshetra (Haryana).

2011 June 10: **Intellectual Property Rights**, attended *One-day Workshop*, MM Engineering College, Maharishi Markandeshwar University, Mullana-Ambala (Haryana).

2010 July 30– August 01: **Research Methodology**, attended *Three-day's Workshop*, MM Institute of Management, Maharishi Markandeshwar University, Mullana-Ambala (Haryana).

2009 August 6: **Motivaton, Team Building and Leadership Skills**, attended *One-day Workshop*, MM Engineering College, Maharishi Markandeshwar University, Mullana-Ambala (Haryana)

Expert Lecture(s)

2010 September 14: **Intellectual Property Rights**, attended *Expert Lecture*, MM Engineering College, Maharishi Markandeshwar University, Mullana-Ambala (Haryana).

Membership

2012: **Lifetime Membership, The Society for Management Education (TSME)**, Kurukshetra (Haryana) www.tsme.com

Member

2012: **Member, Board of Studies**, Faculty of Management, Maharishi Markandeshwar University, Mullana-Ambala for two years.

2012: **Member, Faculty of Management**, Maharishi Markandeshwar University, Mullana-Ambala for one year.

Achievement(s) / Resource Person/ Organiser/ Editor

2019 June 24-July 5: Delivered Expert Session as a Resource Person on **Research Methodology** for One Hour during Faculty Development Program on ‘Innovations in Teaching Learning Pedagogy-A Practical Approach to Bridge the Gap Between Industry and Academia’ at Chandigarh Business School of Administration, Chandigarh Group of Colleges, Landran, Mohali (Punjab).

2019 March 13-15: Delivered an Expert Talk on ‘Identification of Business Opportunities and Mechanism of Product Selection’ for One Hour during the Entrepreneurship Awareness Camp under the sponsorship of Entrepreneurship Development Institute of India, Gandhinagar under DST-NIMAT Project at Chandigarh Engineering College, Chandigarh Group of Colleges, Landran, Mohali (Punjab).

2019 February: Received **Faculty of the Month** in recognition of making the event ‘Cluster-2016’ a grand success at Chandigarh Business School of Administration, Chandigarh Group of Colleges, Landran, Mohali (Punjab).

2018 October 15-17: Delivered an Expert Talk on ‘Identification of Business Opportunities and Mechanism of Product Selection’ for One Hour during the Entrepreneurship Awareness Camp under the sponsorship of Entrepreneurship Development Institute of India, Gandhinagar under DST-NIMAT Project at Chandigarh Engineering College, Chandigarh Group of Colleges, Landran, Mohali (Punjab).

2018 June 25-July 6: Delivered Expert Session as a Resource Person on ‘Faculty Advisory Board’ for One Hour during Faculty Development Program on ‘Innovations in Teaching Learning Pedagogy-A Practical Approach to Bridge the Gap Between Industry and Academia’ at Chandigarh Business School of Administration, Chandigarh Group of Colleges, Landran, Mohali (Punjab).

2018 March 26-28: Delivered an Expert Talk on ‘How to Start a SSI Unit’ for One Hour during the Entrepreneurship Awareness Camp under the sponsorship of Entrepreneurship Development Institute of India, Gandhinagar under DST-NIMAT Project at Chandigarh Engineering College, Chandigarh Group of Colleges, Landran, Mohali (Punjab).

2016 February 11: Received **Certificate of Appreciation** in recognition of making the event ‘Cluster-2016’ a grand success at Galaxy Global Group of Institutions (GGGI), Dinarpur (Ambala).

2015 February 21: Received **Certificate of Excellence** for participating as Organizing Secretary in Colloquium 2015– 6th National Conference on Engineering, Management and Apparel & Textile Technology at Galaxy Global Group of Institutions (GGGI), Dinarpur (Ambala), Haryana.

2014 July-December till date: **Managing Editor/ Editor**, GGGI Management Review (GGGIMR), (ISSN: 2249-4103)- A Bi-annual Refereed International Journal of Management, Galaxy Global Group of Institutions (GGGI), Dinarpur (Ambala), Haryana. Volume 4, Issue 2.

2012 August: Received **Cash Honorarium from AIMA** for **Research Paper Published** in *AIMA e-Journal of Management & Research (AJMR-AIMA)*, (ISSN 0974-497)- a quarterly blind peer reviewed online Journal of All India Management Association (AIMA), New Delhi.

Extra-Curricular Activities

2017 January 30-2017 February 04: Event Coordinator, 5 Day Institutional Training by The Veteran Group, New Delhi for Final Year Students at Galaxy Global Group of Institutions (GGGI), Dinarpur (Ambala).

2016-17: Member, Legal Literacy Club as per directions from District and Session Judge-cum-Member Secretary, HALSA, Chandigarh at Galaxy Global Group of Institutions (GGGI), Dinarpur (Ambala).

2015 October 09-till date: Convener, Mock-Interview Preparation, Power Point Presentation and Entrepreneurship Sub-Committee under Extra-Curricular Committee at Galaxy Global Group of Institutions (GGGI), Dinarpur (Ambala).

2015 February 21: Organising Secretary, Colloquium 2015 – 6th National Conference on Engineering, Management and Apparel & Textile Technology, Galaxy Global Group of Institutions (GGGI), Dinarpur (Ambala).

2014 January 01- till date: Providing counseling to walk-ins during admissions, inviting guest lectures.

2008 September 26-27: Member, Organising Committee, National Conference on Managing Customer Loyalty, MM Institute of Management, Maharishi Markandeshwar University, Mullana-Ambala.

ADMINISTRATIVE EXPERIENCE

In Academic Institutes

2017-till date: **AICTE and PTU Coordinator**, CBSA, CGC, Landran.

2014 January 1– till date: **Head of the Department**, Galaxy Global Group of Institutions (GGGI), Dinarpur (Ambala), Haryana since January 2014.

2009 July– 2012 May: **Academic Coordinator**, MM Institute of Management, Maharishi Markandeshwar University, Mullana-Ambala (Haryana). **At Departmental Level-** worked closely with Principal's Office in managing, coordinating and implementing various activities such as **Liaisoning** with Programme Heads, facilitated **conduct of Board of Studies** and **Faculty of Management Meeting-** invitation to experts, agenda, annexure(s) for **Course Curriculum Design, Development** and **review Credit Scheme; Draft, Review** and updating **Ordinance(s)**; handing over and taking charge from faculty, Subject Allocation, **Prepared NAAC report, NBA report, DPR for PPP projects, AICTE intake, Monthly Reports, Time Table, Activities Calendar, Syllabi Handbook, Feedback Form**, Minutes of Meeting, Result Analysis, data collection, **Teaching Hours Calculation**, class adjustments, invited Subject Options, drafted circulars, Moderated Groups. **At University Level-** liaisoning with University Departments, ex-students, facilitated inter-department lectures. Served as Backup of Office of the Principal.

2008 July– 2009 July: **Coordinator**, Association of Business Executives (ABE), London, Certificate, Diploma and Advance Diploma Programmes at MM Institute of Management, Maharishi Markandeshwar University, Mullana-Ambala (Haryana).

2008 July– 2009 July: **Coordinator**, BBA-MBA 5-year integrated programme, MM Institute of Management, Maharishi Markandeshwar University, Mullana-Ambala (Haryana).

Corporate Experience

- **Assistant Manager (Exports)**, Osaw Industrial Products Pvt. Ltd. (INDOSAW), Ambala Cantt (Haryana), 2006 December 01- 2007 September 06.
- **Jr. Officer - Sales Coordination**, Nilkamal Group, Gurgaon, 2005 November 07- 2006 June 12.
- **Insurance Manager**, Hira Automobiles Ltd., Patiala (Punjab), 2005 February 01- 2005 August 21.
- **Customer Care Manager**, Modern Automobiles, Ambala City (Haryana), 2003 December 30- 2004 September 18.
- **Manager–Institutional Sales**, Amartex Industries Ltd., Panchkula, 2003 May 01-2003 December 29
- **Customer Care Manager (Sales)**, Sandhu Automobiles Pvt. Ltd., Ludhiana (Punjab), 2001 November 05 - 2002 June 12.

PERSONAL INFORMATION

Gender : Female
Date of Birth : 18 February 1974
Marital Status : Married
Correspondence Address : # 22, Sector B, Defence Colony, Ambala Cantt–133001 (Haryana), India
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E-mail : monika18gupta@gmail.com

Date:

Place: Ambala

(Monika Gupta)