


Faculty Profile

Name of Faculty - Ms. Pooja Gupta	
Designation : Qualification : Ph.D*, MBA, M.Com, Ugc NET(Mangement and Commerce) Area of Interest : Finance and Marketing Phone No. : Email : poojaguptaindia1@gmail.com poojagupta.bba@piet.co.in	Assistant Professor 9729535338 Official Email Id.
	

Faculty Name: Ms. Pooja Gupta

Designation: Assistant Professor

Qualification: Ph.D*,MBA, M.Com, Ugc NET(Mangement and Commerce)

Current Address: 1257/13 Gali no 1 , Gaushala Mandi, Panipat

Phone 1 (office):

Phone 2 (office):

Email: poojagupta.bba@piet.co.in

Area of Interest: Finance and Marketing

Experience: 9 years 6months

- **Teaching : 9 years 6months**
- **R & D Organization / Industry :**

Other:

Research Publications

1. Journals:

1. International: 9

2. National: NIL

2. Conference / Seminar / Symposia etc.:

1. International: 7

2. National: 8

3. Books / Monographs / Manuals (including year & publisher):

4. Professional Membership:

Main Courses Taught:

P.G. : MBA

U.G.: BBA, B.Voc

Publications:

International Journal :

1. Paper published in GGGI Management Review-A Bi-Annual Refereed International Journal of Management titled **“Recruitment and selection norms and their impact on employee productivity at textile export houses in Panipat with special reference to Harisons and Harlaj export house; Mittal international; Vogue fabrics”**. VOL 6 ISSUE 1, (Jan-June 2016) ISSN no 2249-4103.
2. Article published in International Journal of Marketing and Management Research (Ijmmr) titled **“The green marketing strategies and challenge”**. VOL 3 ISSUE 3 (MARCH, 2012) ISSN no 2229-6883.
3. Article published in international journal of social sciences and interdisciplinary research (**IJSSIR**) Titled **“Impact of crude oil price on Indian economy”**. VOL 1 NO 4 (APRIL 2012) ISSN 2277-3630.
4. Article published in **EIJMMS** Titled **“corporate governance in India: evolution and challenge”**. VOL 2 ISSUE 5 (MAY2012) ISSN 2249-8834.
5. Article published in Asian journal of research in business economics and management Titled **“ecommerce applications and flavors: customers and business companions”** VOL2 ISSUE 3 (MARCH 2012) ISSN 2249-7307.
6. Article published in International Journal of Marketing and Management Research (Ijmmr) Titled **“Understanding the concept of green marketing in current scenario: a challenge or an opportunity”** VOL 2 ISSUE 4 (APRIL 2011) ISSN 2229-6883.
7. Article published in Zenith: International Journal of Multidisciplinary Research Titled **“The Changing Role of Managerial Excellence in Current Scenario”** VOL 1 ISSUE 2; (JUNE 201) ISSN 2231-5780.
8. Article published in International Journal of Business Economics and Management Research (Ijbemr) Titled **“Impact of Downsizing on Motivation of Employees in the I.T Sector”**. VOL 2 ISSUE 4 (April 2011) ISSN2229-4848.
9. Article published in **ZENITH INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH (ZIJMR)** Titled **“Entrepreneurial modernization and practices leads to development of a country”** ISSN 2331-5780.

International Conferences :

1. Research Paper presented in **10th Annual National Conference** on Business and Management, titled **“Study on Retail Banking with special reference to Yes bank”** organized by HSB, G.J.U, Hisar on 08-09 Feb, 2018.
2. Research Paper published and presented in **International conference** on Innovations & trends to support Make in India, Titled **“Understanding the concept of make of India with special reference to Indian companies”** Organised by NC College of engineering and technology Panipat on 25th and 26th March 2017.
3. Research Paper published and presented in **International Conference** on Global

Information and Business Strategies, Titled "**Role of Marketing Strategy in Succession of Food Garage**" organized by GIBS, Rohini on 16 and 17th December 2016.

4. Research Paper published and presented in **International conference** on "Emerging technologies" (ICET-2014) titled "**Allowing FDI in E-commerce & its effect on Indian economy**" Organized by N.C college of engineering from April 24th -26th , 2014. ISBN:978-93-83842-56-8
5. Research Paper published and presented in **International conference** on "Emerging technologies" (ICET-2014) titled "**E-Governance -An Indian perspective**" Organized by N.C College of engineering from April 24th -26th , 2014. ISBN:978-93-83842-56-8
6. Paper presented for publication at **International conference** on "Role of Management and Computer Applications" by Teerthanker Mahaveer University Moradabad on Titled "**Entrepreneurial innovations and practices leads to development of a country**" from April 29-30, 2011.
7. Paper accepted for publication at **International conference** on "Sustaining and Enhancing competitiveness in today's business scenario" by Datta Meghe Institute of Management Studies, on Titled "**Entrepreneurship: An instrument of Human Resource Development**" from 18-19 February 2011.

National Conferences :

1. Research Paper published and presented in **National Conference** on Global Information and Business Strategies titled "**A Comparative study on Online Shopping and Offline Shopping** " organized by GIBS, Rohini on December 7-8, 2018.
2. Research Paper published and presented in **HSB 10th National Conference** on Business and Management titled "**Study on retail Banking with Special reference to Yes Bank** " organized by GIBS, Rohini on Feb 08-09, 2018.
3. Research Paper published and presented in **8th National Conference** on Global information and Business Strategies, titled "**Relationship between efficiency index of working capital management and efficiency of assets of chemical industries listed in NSE** " organized by GIBS, Rohini on 08-09 Dec, 2017.
4. Research Paper published and presented in **National Conference** on Changing dimensions of business management and CSR in globalised era, titled "**Service quality of banks with special reference to HDFC bank**" organized by IMSAR, M.D.University, Rohtak on 26 Sep 2017.
5. Research Paper published and presented in **National Conference** on Changing dimensions of business management and CSR in globalised era, titled "**Ethics in HRM**" organized by IMSAR, M.D.University, Rohtak on 26 Sep 2017.
6. Research Paper published and presented in **National Conference** on 'Digital Disruption- The Challenges and Opportunities' (DDCO 2K17) Titled "**Digital Entrepreneurship- Challenges and Opportunities**" organized by Department of

Management Studies, Panipat Institute of Engineering and Technology, Samalkha, Haryana on 30th June, 2017.

7. Research Paper published and presented in **National Conference** on “Digital India: Prospects and Challenges”, Titled “**Initiative made in India towards digital access to information: Challenges & opportunities**” organized by IMSAR, M.D.University, Rohtak on March 28,2017.
8. Research Paper published and presented in **National conference** on Innovations in the field of engineering, technology and management, Titled “**Understanding ecosystem of digital marketing special reference to RJ media and advertising**” organized by Geeta engineering college, Panipat on 26th March 2017