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Qualification

PhD in Management, MBA (Marketing), M.Phil, PGDMM, M.Sc, B.Sc (Hons.).

Area of Interest

Marketing Management, Industrial Management, Management of International Business, Consumer Behaviour, Advertisement and Brand Management, CSR, Human values and Ethics.

Research Paper Publications/Conferences/Books/FDP etc.

Journal International: **8**

Conference International: **11**

Journal National: **16**

Conference National: **7**

FDP/Workshops/Seminars: **10** FDP (One week at IIM, Khozikode)

5 Workshops

12 National Seminars

Paper published in proceedings: **16**

Books: **2**

Research Paper Publications / Books Details:

Books

1. Co-authored book on the topic ‘Changing Dashboard of Indian Economy’, ISBN no – 978-81-7487-984-4, with Sarika Rachuri and PV Rajeev, Radha Publications, New Delhi 110002.
2. Co-authored book based on GGSIPU syllabus on Environmental Science for BBA sixth semester, ISBN no – 978-93-82209-91-1 with Dr. DD Chaturvedi, Dr. Anuradha Jain, and Dr. Rajeswari Malik, SCHOLAR Tech Press, An Imprint of MKM Publisher Pvt. Ltd. New Delhi 110002.

Journal International

1. Research paper published in Primax International Journal of Commerce and Management Research PIJCMR, ISSN No. 2321-3604, Vol 1, Issue 4, (WWW.primaxijcmr.com) on the topic “Impact of Spiritual Orientation of Organisational Commitment and Effectiveness.”
 2. Research paper was published in International forum of researchers students and academician, IFRSA Business Review | Vol 4 | Issue 3 | Sep. 2014 | 385 | ISSN (Online) 2249 –5444, ISSN (Print) 2249 –8168, topic” Maintaining Cold Chain Sustainability of Frozen Food for Achieving Competitive Advantage in India”.
 3. Research paper published in International journal of research in commerce, IT and Management, volume no. 4(2014). Issue No. 11 (November), ISSN NO. 2231-5756. On the topic “The Role Of Women Entrepreneurs In Shaping The Business And Society” www.ijrcm.org.in.
 4. A chapter on ‘Supply Chain Management and Strategy Implementation for Perishable Goods’ was published in book titled ‘Strategic Supply Chain Management in the Retail Industry’ published in the United States of America by Business Science Reference (an imprint of IGI Global), Hershey PA, USA 17033, cust@igi-global.com
 5. Paper on Research topic ‘Managing Cold Chain for Perishable Goods for profitability in Selected Outlets of Rajasthan’, Vol.05 Issue-02, (February, 2017) ISSN: 2321-1784 published in International Journal in Management and Social Science (Impact Factor-6.178), A Monthly Double-Blind Peer Reviewed Refereed Open Access International Journal - Included in the International Serial Directories, International Journal in Management and Social Science, <http://www.ijmr.net.in> email id- irjmss@gmail.com
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6. Research Paper on ‘Managing Various Aspects of Cold Chain Management for Overall Profitability in the Selected Retail Stores of Rajasthan’ published in BRDU International Journal of Multidisciplinary Research,ISSN2455-278X,ISSUE 2,February,2017, http://ijmdr.in/data/documents/FEBRUARY__PAPER-P-14.PDF
7. A Chapter published on ‘Perishable Goods Supply Cold Chain Management in India’ in book on ‘**Supply Chain Management Strategies and Risk Assessment in Retail Environments**’ published by IGI Global, Hershey, USA. DOI: 10.4018/978-1-5225-3056-5.ch013, January 2018.

Journal National

1. Paper was published in new issue of online journal of Apeejay-Journal of Management Sciences and Technology (AJMST), Vol 1, Issue 2 on the topic “Examining market challenges pertaining to cold chain in the frozen food industry in Indian retail” (Bharti, Apeejay - Journal of Management Sciences And Technology 2 (1), Feb – 2014 ISSN - 2347-5005) 33) Which can be viewed in current issue section on <http://apeejay.edu/aitsm/journal>
2. Research paper published in Apeejay - Journal of Management Sciences and Technology 1(2), Oct- 2014,(ISSN -2347-5005) on the topic “ Role of Spirituality and Managerial Effectiveness in the Organizations” available at <http://apeejay.edu/aitsm/journal/>
3. Paper on ‘Cold chain- management: Protecting perishable foods’ published in Journal of Management review, A refereed journal of Maharaja Agrasen Institute of Management Studies, Vol.01,Issue 2,July 2014,ISSN 2348 – 6694.
4. Paper published on the topic ‘Women Entrepreneur of India: Issue and Challenges at apeejay ,NOIDA, ISSN-2347-5005 at <http://apeejay.edu/aitsm/journal/archives/33-volume-3-issue-3-june-2016/109-women-entrepreneurs-of-india-issues-and-challenges>.
5. Paper published on topic ‘Sustenance of Resonant leadership for Effectiveness in the Organisations’ at International journal of Science, Technology and Management ISSN:2394-1537, Vol. 05, Issue 06,June 2016, www.ijstm.com. http://www.ijstm.com/images/short_pdf/1466266677_354ijstm.pdf
6. Research Paper on ‘Recent Trends in Cold Chain Management’,published in Bharti,Apeejay-JournalofManagementSciencesandTechnology,4(2),February-2017 ISSN-2347-5005 <http://www.apeejay.edu/aitsm/journal/docs/issue-feb-2017/ajmst040204.pdf>.