

Head of the department of Management Studies



Dr. Bineet K.Sinha (Ph.D, MBA,PG Dip in PR & Advt)

Research & Publications:

- ***I . Dr,sinha Bineet,Malhotra Renuka“Anaemia- A major roadblock in Indian Women’s Work-life Balance” International Conference on ‘Changing Dynamics in Global Markets’, 29-30 Sep. 2016. Organized by 'Symbiosis International University’***
- ***Sinha bineet,Asia Pacific Journal, Customers attitude towards online shopping in Faridabad city, ISSN 2319-3836***
- ***Sinha Bineet”Price as demarcation for quality”APIM.Vol-6,2013***
- ***Smart marketing with smart phones,2014vol-2 ICARB ,IIT Roorkee(Int.)***
- ***Dr,sinha Bineet,Malhotra Renuka “Traditional Medicines System: A way to create disease free society” national conference on ‘Scientific Validation of Traditional Knowledge’, 12-13 March 2016, organized by Indian Institute of Technology Roorkee, MHRD- IPR CHAIR..***
- ***Sinha Bineet,”Retail Scenario in India.Asia Pacific Journal,2010.vol-6***
- ***Sinha Bineet,” Role of Perception in consumer Behavior”.vol-2 Management Bulletin,2012***
- ***Sinha Bineet “Impact of advertising on children.”IMT Journal,vol-1,2013(Nat.conf.)***
- ***Sinha Bineet”Price as demarcation for quality”APIM.Vol-6,2013***
- ***Sinha bineet” Changing Marketing Trends: A Study on growing practices of changing perception to promote a product,mvnu,nt.conf.2012issn:2231-122X,vol-4 No2***
- ***Sinhabineet,pandey ashutosh”Smart marketingthrough smart phone, MHRD-IPR Chair, IIT Roorkee,excel publication,2015***
- ***Women Professionals: Managing Work life Balance2015-sars.mah.mahavid.org-by UGC,ND***
- ***Scientific validation of Traditional Knowledge 2016vol-11 Traditional Medicines System: A way to create disease free society MHRD-IPR Chair, IIT Roorkee***



Dr. Disha Sachdeva

Associate Professor and Head, Department of Commerce

Educational Qualification:

2012 Ph.D. (Management), Guru Gobind Singh Indraprastha University

1999 M.Com (Business Management), Jamia Millia Islamia (University Topper)

1996 Post Graduate Diploma in Computer Applications, Jamia Millia Islamia (University Second Topper)

1995 B.Com (Hons), University of Delhi

Other Achievements:

1999 Qualified the **UGC - NET in Management**

2005 Completed the **Essentials of Human Resource Management Certificate Program** of the **Society of Human**

Resource Management (DePaul University, Chicago, Illinois, USA)

2004 Completed Certificate courses: **Workplace Harassment: Crossing the Line, Adult Learning and Motivation**

(Indiana University, Indiana, USA)

Teaching Experience: 10 years

Seminars/Conferences/Workshops/FDPs attended: 23

Research Publications:

- Sachdeva, D., Mittal, R. K. and Solanki, R.B. (2009) **HR practice scenario in Indian KPOs**. *Global Business and Management Research: An International Journal*, 1(2), pp. 43-59.
- Sachdeva, D., Mittal, R. K. and Solanki, R.B. (2010) **Employee opinion of human resource practices in Indian knowledge process outsourcing companies**. *International Journal of Indian Culture and Business Management*, 3(4), pp. 363-383.
- Sachdeva, D., Mittal, R. K. and Solanki, R.B. (2014) **Human resource opportunities in knowledge process outsourcing companies in India: expectations from and returns for prospective contenders**. *International Journal of Indian Culture and Business Management*, 9(2), pp. 131-150.
- Sachdeva, D., Mittal, R. K. and Solanki, R.B. (2015) **Human Resource Dimensions in KPOs: Evidences from Existing Academic Literature Spanning a Decade Plus One (2003-2014)**. *Global Business and Management Research: An International Journal*, 7(3), pp. 1-16.
- Sachdeva, D., (2015) **Dr. Julius Edification Challenge How to Engage the Disengaged College Students?** *International Journal of Teaching and Case Studies*, 6(4), pp. 343-352.
- Sachdeva, D., (2016) **Gen Z – The Techilicious Generation - Case Study of a Digitally Hooked Gen Zee**, *Research Journal of Social Science & Management*, 6(7), pp. 54-61.

Paper Presentations/Key Speaker:

- Sachdeva, D. and Sachdeva, M. (2017) Paper presented and published on **‘Remonstrance to be Inclusive – A case study of a differently – abled boy ‘Sampoorn’** ‘ in International Conference on *Inclusive Education: Realities*,

Issues and Challenges, March 11-12, Kenway College of Education, SCERT, Punjab and Punjab University, Chandigarh, pp. 475 - 484, ISBN:978-93-85449-84-0

- Sachdeva, D. (2017) Paper presented on ‘**Woman - You don’t need validation from anyone’ - Value and Empower ‘YOURSELF’** in ICSSR Sponsored National Seminar on *Women Empowerment – A Challenge for the 21st Century*, March 20-21, Kenway College of Education, SCERT, Punjab and Punjab University, Chandigarh.
- Key Speaker in National Conference on *Globalization and Sustainable Growth of Business*, DAV Centenary College, Faridabad, Sponsored by DHE, Haryana, Panchkula 17- 18 February 2017.



Upasana Gera

Designation: Assistant Professor

Qualification: B.Com, M.B.A (Finance and Marketing), B.Ed --CTET LEVEL 2 (QUALIFIED),M.Com(Pusing)

AREA OF INTEREST: -

Financial Accounts, General Management and Taxation, Security Analysis, Project Management, Banking And Finance

EXPERIENCE: 6 Years

PUBLICATIONS/PRESENTATIONS:- NA

RESEARCH PROJECTS:

- Development Impact of NABARD’s SHG-Linkage
- Competitive financial analysis at Liberty Shoes Ltd.
- Global Outsourcing-leveraging India’s Strength In MBA



Jaya Sharma

DESIGNATION: Asst. Professor

QUALIFICATION: B.sc (Chem) Hons, MBA,

EXPERIENCE: 6Years

AREA OF INTEREST:

- General Management
- Human Resource Management
- Marketing Management

RESEARCH AND PUBLICATIONS:

- Paper presented on contribution of IT in 360 degree marketing at **International Conference on universal Trends & Technovations in Computer Science .**
- Presented paper on **Role of innovation in MNC's for the competitive advantage in International conference on innovations** in IMT
- Presented paper on Need of work life balance in the era of globalization National conference of New innovations in Science ,Technology and management .
- Presented paper on current economic challenges in national symposium on IT and management.



Sneha Chaudhry

DESIGNATION: Asst. Professor (Pursuing Ph.D)

QUALIFICATION: BBA, MBA, PhD (Pursuing), Diploma in Central Excise and Customs, Bangalore. - Distinction- A grade

EXPERIENCE: 5 Years

AREA OF INTEREST:

- General Management
- Human Resource Management
- International Business Management

RESEARCH AND PUBLICATIONS:

- **“Organized Retail Store- Another front of Employment”** International Conference on ‘Organized Retailing - the Wal-Mart way: Growth of Organized Retailing in Emerging Economies: Challenges and Opportunities’, 25-26 Feb. 2011. Organized by 'Asian School of Management' Pune.
- **“Business Intelligence: A newfangled in Tourism Industry”** International Conference on ‘Business Intelligence- An alignment of IT & Management’, 9th April, 2011, Organized by ‘Institute of Management & Technology’, Faridabad.
- **“Creative leadership”** International Conference 2011 on ‘Innovation, Creativity and Change’, 27th May, 2011, organized by ‘Delhi Business School’, New Delhi.



PERSONAL DETAILS:

NAME: Renuka Malhotra
DESIGNATION: Asst. Professor
QUALIFICATION: B.Com (Hons.), B.Ed, PGDBA, MBA, UGC-NET
EXPERIENCE: 5+ Years

RESEARCH AND PUBLICATIONS:

INTERNATIONAL:

- **Dr,sinha Bineet,Malhotra Renuka**“Anaemia- A major roadblock in Indian Women’s Work-life Balance” International Conference on ‘Changing Dynamics in Global Markets’, 29-30 Sep. 2016. Organized by ‘Symbiosis International University’.

NATIONAL:

- **Malhotra renuka**“Real Time Marketing” national conference on ‘Emerging Trends in Business and Management Challenges’, 09 May 2016, organized by Lingaya’s University Faridabad.
- **Dr,sinha Bineet,Malhotra Renuka** “Traditional Medicines System: A way to create disease free society” national conference on ‘Scientific Validation of Traditional Knowledge’, 12-13 March 2016, organized by Indian Institute of Technology Roorkee, MHRD- IPR CHAIR..

WORKSHOPS:

- Faculty Development Program on Progressive Techniques for Management Educators held at Bangalore School of Business, Delhi Campus on 19th December, 2009.
- AICTE recognized Short Term Course on “Sustainable Development: Challenges and Opportunities through ICT”, organised by National Institute of Technical Teachers Training and

Research, Chandigarh- 12-16 October 2015.



KOMAL MALHOTRA

Assistant Professor

Qualification: M.com, UGC-NET, B.Ed

Experience: Worked with K.L.Mehta Dayanand College for women from August 2010 to April 2015

Research

- **Paper presented:**

Presented paper titled “Service Marketing – Strategies and challenges in Globalisation” in National Seminar on “Emerging trends in Commerce” at St. Joseph Degree & PG College at Hyderabad.

- **Workshops/Seminars attended**

- Participated in 2-day Personality Development Workshop at district level held by D.A.V Centenary College, Faridabad.
- Participated in the national seminar on “Quality Assurance in Teacher Based Education; Initiatives & Challenges ahead” at Gold Field college of Education, Ballabgarh, Faridabad.
- Participated in a full day workshop on “Data Analysis for Research: An Overview” organized by Department of Marketing, D.A.V Centenary College, Faridabad.



GARIMA GOEL, Asst. Professor

ACADEMIC QUALIFICATIONS

- M.com(Finance) from Delhi School of Economics, University of Delhi
- B.com (hons) from Sri Venkateswara College, University of Delhi
- 20th rank holder in M.com in University of Delhi.
- Qualified JRF, December 2015 and UGC- NET June 2014.
- 3rd Rank holder in B.com (hons) in my college and among top 15 in University of Delhi(South Campus).

PROFESSIONAL EXPERIENCE

Dynasty International School, Sector-28, Faridabad
November,2016

April,2016-

- Worked as Academic Coordinator for senior wing and PGT Economics.
- Examination and Time Table In-charge.

G.D Goenka Public School, Faridabad as PGT Commerce
March,2016

August 2015-

- Organized “Commerce Zest” as a part of extracurricular activities.
- Efficiently managed various responsibilities tasks like submitting write ups for various competitions, certificate writing for Annual Sports Meet, making worksheets for further development of students’ intellectual capabilities.

RESEARCH PROJECTS

- Market and Demand analysis on ‘Proposal for new DSE Cafeteria’.
- Separation Management in Microsoft.
- Chinese Financial Market- An Introduction.
- Article published in Education times, Times of India dated 30th March, 2015 on topic titled ‘Earn while you learn’.

ACHIEVEMENTS

- According to AMCAT, 2014, I am a certified Data Processing Specialist, Certified Business Consultant, Certified Business Analyst, Certified Accounting Professional, Certified Software Development Trainee
- Recipient of certificate of participation in KPMG 'Creating an Impact' training program in 2011.
- Recipient of certificate of achievement in 'Tech Hunt 2010' organize by DAV Centenary College, Faridabad.