

Research Profile of the Department

1. Faculty

Sr. No.	Name of the Faculty	Designation (Regular/Contractual/Resource Person)	Research Area	Email
1.	Dr. Ritu Bajaj	Associate Professor	Marketing	ritu.management@igu.ac.in
2.	Dr. Samridhi	Associate Professor	Marketing	Samridhi.management@igu.ac.in
3.	Dr. Pooja Vyas	Assistant professor (on Deputation MDU, Rohtak)	Marketing	Pooja.management@igu.ac.in
4.	Dr. Bharti	Assistant Professor	Marketing	bharti.management@igu.ac.in
5.	Mr. Sushant Yadav	Assistant Professor	Finance	sushant.management@igu.ac.in
6.	Dr. Jasvinder Singh	Assistant Professor	Finance	Jasvinder.management@igu.ac.in

2. Staff

Sr. No.	Name	Designation	Status(Regular/Contractual/Outsourced)
1.	Mr. Ankit Kaushalia	Clerk	
2.	Ms. Sarita	Peon	

3. Research Scholars

Sr. No.	Name	Ph.D. Registration No. & Date	Title of thesis	Name of Supervisor/ Co-Supervisor	Status (awarded/ on-going)	Email
1.	Kanwar Singh	17 December, 2021	Financing pattern and its impact on cost of Capital and value of firm in corporate sector of Haryana	Dr. Pooja Vyas	On-going	singhkanwar368@gmail.com
2.	Priyanka	17 December, 2021	Empowerment Happiness and Work Performance among Women Entrepreneur and Employed Women: A Comparative Analysis	Dr. Pooja Vyas	On-going	17394priya@gmail.com
3.	Arjun Singh Yadav	17 December, 2021	Influence of Consumers Attitude on Purchase Intention and Behaviour towards Organic Food Products: An Empirical Study	Dr. Bharti	On-going	arjunarrao56@gmail.com
4.	Sweta Rohilla	17 December, 2021	Influence of Psychological and Contextual Factors on Retail Investors Decision Making in Indian Stock Market	Dr. Bharti	On-going	swetarohilla7@gmail.com
5.	Pooja Yadav	23 February, 2023	Antecedents of Parasocial Relationship and its Impact on Customer Satisfaction	Dr. Bharti	On-going	poojayadav89010@gmail.com
6.	Poonam Kumari	23 February, 2023	A Study of Mega Merger in the Indian Banking Sector	Dr. Jasvinder Singh	On-going	poonamrao2008@gmail.com

4. Research Lab facility/ infrastructure details of the Department.

Sr. No.	Lab/Equipment	Quantity
1.	Computer Lab	0

5. Research Papers (with IGU affiliation only)

Sr. No.	Author(s)	Title of Paper	Name of Journal	(SCI/Scopus /UGC Care)	Volume/ Page	Year	Web Link of the paper
1.	Ritu Sangwan & Dr. Samridhi	The Impact of Sexual Harassment at Work Place on the Mental Health of Women	Asian Journal of Organic and Medicinal Chemistry (Special Issue on Current Research Trends in Management, Science and Technology)	UGC Care	Vol. 11 Pp. 44-47	2022	https://drive.google.com/drive/u/1/folders/1aUy_7CE9dvsqXWXdzrOGNN0vAwc4Hae
2.	Dr. Bharti & Arjun Yadav	Sustainable Investment for Girls- A Study on Sukanya Samriddhi Yojana	The Journal of Oriental Research, Madras	UGC Care	Vol. XCII Pp. 32-39	2021	https://drive.google.com/drive/u/1/folders/1aUy_7CE9dvsqXWXdzrOGNN0vAwc4Hae
3.	Ajay Yadav & Sushant Yadav	Consumer's Awareness towards Green Products: A Study of Delhi-NCR	Zeichen Journal	UGC Care	Vol. 8 Pp. 134-143	2021	https://drive.google.com/drive/u/1/folders/1aUy_7CE9dvsqXWXdzrOGNN0vAwc4Hae

4.	Surbhi Bhardwaj & Dr. Samridhi Tanwar	A New Definition of Workplace	Turkish Online Journal of Qualitative Inquiry	Scopus	Vol. 12 pp. 3764-377 1	2021	https://drive.google.com/drive/u/1/folders/1aUy_7CE9dvsqXWXdzrrOGNN0vAwc4Hae
5.	Dr. Samridhi Tanwar & Surbhi Bhardwaj	The Impact of Information Technology on Patient Health and Safety	Journal of Algebraic Statistics	Web of Science	Vol. 13 pp. 779-787	2022	https://drive.google.com/drive/u/1/folders/1aUy_7CE9dvsqXWXdzrrOGNN0vAwc4Hae
6.	Dr. Samridhi Tanwar & Surbhi Bhardwaj	Challenges and Opportunities for Rural Entrepreneurship	Journal of Contemporary Issues in Business and Government	ABDC	Vol. 28 612-620	2022	https://drive.google.com/drive/u/1/folders/1aUy_7CE9dvsqXWXdzrrOGNN0vAwc4Hae
7.	Aakash Khindri & Dr. Samridhi Tanwar	Trait-competitiveness and life-satisfaction: A moderated mediation model of hard-work and leisure	Personality and Individual Differences	ABDC	Vol. 200 pp. 1-6	2023	https://drive.google.com/drive/u/1/folders/1aUy_7CE9dvsqXWXdzrrOGNN0vAwc4Hae
8.	Swati Chawla, Pooja Saren Sangeeta Gupta, Meha Joshi & Ritu Bajaj	Technology enabled communication during Covid 19: Analysis of Tweets from top 10 Indian IT companies using Nvivo	International Journal of Information Technology	UGC Care		2023	

6. Research Projects: NA

Sr. No.	Title of the Project	Name of funding Agency	Duration of the Project	Amount	PI/Co-PI	Status (Completed/on-going)
NA						

7. Patents: NA

Application No.	Title	Applicant(s)	Inventor(s)	Filing date	Application status	Published/ Granted	Validity	Web Link
NA								

8. Published Books/Book Chapters

Sr. No.	Title of the Book	Publisher Name	ISBN No.
1.	Cost Accounting Standards and Reporting	Mahavir Publications, Delhi	978-93-87909-15-1
2.	Computational Modelling in Industry 4.0	Springer	978-981-16-7723-6
3.	Big Data Analytics in the Insurance Market	Emerald Publishing	978-1-80262-638-4
4.	Edutech Enabled Teaching Challenges and Opportunities	CRC Press Taylor & Francis Group	9781003254942
5.	Contemporary Studies of Risks in Emerging Technology	Emerald Publishing	978-1-80455-563-7

9. Details of research awards and fellowship.

Year of Award	Title of the innovation	Name of the Awardee	Name of the Awarding Agency with contact details	/- institution/teacher/research scholar	International/ National	Document Link
2022	Women Entrepreneurship in India: A Study of Contribution and Scope	Dr. Bharti	CUH, Mahendergarh	Teacher	National	https://drive.google.com/drive/u/1/folders/18Z871yfyDTYlqrL8eeAsrdtnkla806Sz
2022	Women Entrepreneurship in India: A Study of Contribution and Scope	Mr. Arjun Singh Yadav	CUH, Mahendergarh	Research Scholar	National	https://drive.google.com/drive/u/1/folders/18Z871yfyDTYlqrL8eeAsrdtnkla806Sz

10. Details of the Conferences/Seminars/Workshops and any other research activities organised by the department.

Sr. No.	Year	Name of the workshop/ seminar	Number of Participants	Date From – To	Link to the Activity report on the website
1	2021	Industry-Academia Meet	112	13/06/21	https://drive.google.com/drive/u/1/folders/1JXEbbtSpfoKJ3GQcl_3zM56cNMNzwVEv

2	2021	Workshop on Data Analysis on MS Excel	62	March 2-3, 2021	https://drive.google.com/drive/u/1/folders/1JXEbbtSpfoKJ3GQcl_3zM56cNMNzwVEv
3	2021	Workshop on Power of Communication	165	June 28- July 02, 2021	https://drive.google.com/drive/u/1/folders/1JXEbbtSpfoKJ3GQcl_3zM56cNMNzwVEv
4	2021	Seminar on Aatamnirbhar Bharat-Aatamnirbhar Haryana	94	25.08.2021	https://drive.google.com/drive/u/1/folders/1JXEbbtSpfoKJ3GQcl_3zM56cNMNzwVEv
5	2021	Industry-Academia Meet	115	30.11.2021	
6	2022	Workshop on Entrepreneurship Development (Simmi Foundation)	55	21.06.2022	https://drive.google.com/drive/u/1/folders/1JXEbbtSpfoKJ3GQcl_3zM56cNMNzwVEv
7	2022	Seminar on Drug Abuse	126	25/06/22	https://drive.google.com/drive/u/1/folders/1JXEbbtSpfoKJ3GQcl_3zM56cNMNzwVEv
8	2023	Workshop on Personality Development	107	April 17, 2023	https://drive.google.com/drive/u/1/folders/1JXEbbtSpfoKJ3GQcl_3zM56cNMNzwVEv
9	2023	Workshop on Deciding Research Topic and how to write a review paper	45	May 04, 2023	https://drive.google.com/drive/u/1/folders/1JXEbbtSpfoKJ3GQcl_3zM56cNMNzwVEv

11. Details of the MoU's signed by the department: