



# Maharaja Surajmal Institute

Affiliated to GGSIP University & NAAC 'A' grade accredited.

Rated as Category 'A+' by SFRC & 'A' by JAC Govt. of NCT of Delhi

Recognised U/s 2(f) of UGC Act

## Faculty Profile

1. **Name of Faculty:** Dr. Priyanka
2. **Date of Joining:** 06-September-2021
3. **Present Position:** Assistant Professor
4. **Department:** Department of Commerce
5. **Email ID:** priyanka@msijanakupuri.com
6. **Profile:**

### Your profile (glorify your work)

As an Assistant Professor, I played a pivotal role in transforming the educational landscape. I spearheaded a comprehensive curriculum revitalization, injecting modern industry concepts to create a dynamic and relevant learning experience. Beyond the classroom, I championed community engagement by forging valuable connections with local businesses. This resulted in mutually beneficial industry partnerships, bringing real-world applications into education through engaging guest lectures and collaborative initiatives. Moreover, my dedication to technological integration was evident in the adoption of cutting-edge tools and e-learning platforms, enriching the educational experience for both faculty and students.

Actively mentored and advised BCom students, providing guidance on academic and career development. Established a supportive and collaborative mentorship program, positively impacting student retention and success rates. Actively served on departmental committees, contributing to decision-making processes and participating in strategic planning initiatives. Played a key role in shaping departmental policies and procedures, demonstrating leadership and a commitment to academic excellence.

### 7. Educational Qualification:

S No.	Degree (graduation onwards)	College and/ or University	Year
1.	B.Com (Hons.)	Panjab University, Chandigarh	2014-17
2.	M.Com	Panjab University, Chandigarh	2017-19
3	PhD in Management	Deenbandhu Chhotu Ram University of science and Technology, Murthal, Sonapat, Haryana	2019-24

### 8. Employment Record (Latest First)

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1.	Sept'21	May'25	Maharaja Surajmal Institute, Janakpuri, New Delhi	Assistant Professor	3 years 8 months

### 9. Research Papers in National and International Journals

S No.	Title of Paper (Vol and Page No.)	Name of Journal	National/ International	SCI/ SSCI/ SCOPUS/ Care	SCIE/ ESCI/ UGC	Year of Publication	Impact Factor	No. of Citations
1.	An Overview of Knowledge Management in Indian Service sector	International Journal of Social Science and Economic Research. Vol.3 (12), 2018	International	Peer-Reviewed		2018		
2.	Digital Finance and Financial Inclusion in India: An Overview Vol.11 No SUP-1	SAMRIDDHI : A Journal of Physical Sciences, Engineering and technology,		UGC care list Group I		2019		
3.	Calculating Risk While Recruiting A New Employee Vol.11 (12)	Journal of Xi'an University of Architecture & Technology,		Under Scopus, UGC Care list Group II		2019		
4.	Diversity at work Vol.40 (35), 2020	Studies in Indian Place Names		UGC care list Group I		2020		
5.	Challenges and Opportunities of Global Entrepreneurship in Present Era Vol.8 (4)	Aegaeum Journal.		Under Scopus, UGC Care list Group II		2020		
6.	Effect of optimal capital structure on Indian steel industries performance Vol.10 (37) (III),	Shodh Sanchar Bulletin.		UGC care list		2020		
7.	Relationship trend of capital structure and financial performance: A systematic	International Journal of Social Science and Economic Research.		Peer Reviewed		2022		

	literature review Vol.7 (12)						
8.	Investigating debt ratios and their determinants in the capital structure of indian fmcg companies: an empirical study. 3(2)	ShodhKosh: Journal of Visual and Performing Arts		UGC care list	July-December 2022		
9.	Capital structure and financial performance in Indian FMCG sector: A panel data analysis Vol.XXVII (2)	Rabindra Bharti University Journal of Economics.		UGC care list	2023		
10.	Determinants of capital structure: An empirical evaluation from Indian FMCG sector Vol 17 (2) (III)	Journal of Management and Entrepreneurship.		UGC care list	2023		
11.	Financing patterns of FMCG in India: An empirical analysis Vol 12 (1) 13,	Humanities and social science studies.		UGC care list	2023		
12.	How do different debt levels influence the financial performance of FMCG companies in india?" 4(1)	ShodhKosh: Journal of Visual and Performing Arts		UGC care list	January-June 2023		
13.	Mapping three decades of capital structure and firm performance on global level: a bibliometric analysis and future directions, Volume No. 78	Journal of the K.R. Cama Oriental Institute		UGC care list	September 2024		

14.	Is financial leverage influenced by financial performance in FMCG sector in India	Asia Pacific financial markets		SCOPUS	Feb, 2025		
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#### 10. Research Papers presented / Published as full paper in Conferences/ Seminars:

S No.	Title of Paper	Name of Conferences/ Seminars	National/ International	Name of Host Institution	Year
1.	A Study on Issues, Challenges of Women Empowerment in India	Women empowerment: Taboos, Hurdles, unconscious bias & inclusivity	International seminar	Tau Devi Lal Govt, College for Women Murthal, Sonipat	17-18 Jan 2018
2.	Challenges And Opportunities of Global Entrepreneurship In Present Era	Contemporary issues in Commerce	International Seminar	Kanya Mahavidyalaya Kharkhoda, Sonipat	March 7, 2019
3.	Knowledge Management And Technology: A Study In Indian Health Care Sector.	National Conference on Emerging trends in information technology (NCETIT-2019)	National Conference	Kalindi College, Delhi	August 1-2, 2019.
4.	Sustainable Green Marketing	Green Business Practices For sustainable development (multidisciplinary)	National Seminar	Govt. Pg College for Women Sector-14, Panchkula	Feb 5, 2020.
5.	Digital interventions in banking and financial institutions	International Conference on Business, IT and enterprise Architecture (ICBIT)	International Conference	Management Development Institute (MDI), Murshidabad, West Bengal	September 25-26, 2020.
6.	Digital technologies in banking	Research Trends in management & social sciences	National E-Conference	National institute of technology, Hamirpur	March 05-06, 2021.
7.	Post Pandemic and labour Policy	Resurgence of Economies Globally Post Pandemic: Issues & Challenges	International Conference	Maharaja Surajmal Institute, Janakpuri, New Delhi	Oct 29-30, 2021.
8.	Hybrid Entrepreneurship	Economic & Social Perspective of New Normal through hybrid work model	International Conference	Maharaja Surajmal Institute, Janakpuri, New Delhi	July 29-30, 2022.
9.	Capital Structure and firm performance: A global examination based on bibliometric analysis	2 <sup>nd</sup> Pritam Singh Memorial (PRISM) Conference	International Conference	IIM Nagpur	Nov 17-19, 2022.
10.	Capital structure and its determinants listed in FMCG index	Opportunities for Business, Technology	International Conference	MVN University, Palwal	Nov 11-12, 2022.

		innovation & social science			
11.	An empirical investigation of capital structure in Indian FMCG sector	New Frontiers on the global stage of Multidisciplinary Research	International Conference	Eudoxia research university	May 23-24, 2023.
12.	An empirical investigation of the dynamics in capital structure in the FMCG sector of BSE listed companies.	Contemporary trends and challenges in Commerce	National Conference	Gurugram university	April 27-28, 2023
13.	Exploring capital structure determinants in Indian FMCG sector: An empirical study.	Management education and Research Colloquium (MERC)	International Conference	IIM Kashipur	May 19-21, 2023
14.	Effects of determinants on financial leverage in Indian FMCG Sector: A study on capital structure using panel data	3 <sup>rd</sup> Pritam Singh Memorial (PRISM) Conference	International Conference	BIMTECH, Greater Noida	Nov 17-19, 2023
15.	Firm Value and Financial Performance in Relation to Capital Structure: A Panel Data Approach in the FMCG Sector of India	National Seminar on Empowering the future: Celebrating Azadi ka Amrit Mahotsav through NEP 2020	National Seminar (ICSSR Sponsored)	MERI College, GGSIPU, New Delhi	Dec 28, 2023
16.	Debt vs. Equity Financing: What drives profitability in Indian FMCG companies?	National Seminar on Fintech, Digitalization & Sustainability (NSFDS): India's Vision for 2047	National Seminar (ICSSR Sponsored)	Rukmini devi institute of advance studies, GGSIPU, New Delhi	January 19-20, 2024
17.	Impact of Capital Structure on Financial Performance: A Systematic Literature Review	3 <sup>rd</sup> International Conference on "Digital Transformation towards Sustainable Development in Future", Vision: Viksit Bharat@2047	International Conference	Rajdhani College, University of Delhi, New Delhi,	08th - 09th March, 2024
18.	Integrating social responsibility in corporate strategies to promote sustainability	National conference on Innovative management & IT practices for sustainable development and global competitiveness-2024	National Conference	Guru Nanak institute of management, Punjabi Bagh, New Delhi	10 May 2024
19.	Enhancing E-Service Quality: The Role of AR and VR in E-Commerce Customer Engagement	International Conference on "Sustainable Business Management Innovation and Technology"	International Conference	Maharaja Surajmal Institute, Janakpuri, New Delhi	Feb 20-21, 2025

20.	Can SDGs Steer India's Automobile Industry Toward a Sustainable Future?	International Conference on "Sustainable Business Management Innovation and Technology"	International Conference	Maharaja Surajmal Institute, Janakpuri, New Delhi	Feb 20-21, 2025
21	Integration of Artificial Intelligence in financial management: A transformative approach	4 <sup>th</sup> international conference on "entrepreneurship and innovation" towards vision viksit bharat@2047	International Conference	Rajdhani College, University of Delhi	April 26-27, 2025

#### 11. Book Chapters in National and International Books

S No.	Title of Chapter (Page No.)	Name of Book	National/ International	Year of Publication
1.	Lack of Governance & challenges of Online Education	Facing the future through hybrid platform	International	2022
2.	An empirical investigation of capital structure in Indian FMCG sector (Page No. 2987-303)	Liberation of creativity navigating new frontiers in multidisciplinary research	International	2023
3.	Critical analysis of life of Farmers in India (Page No. 37)	Shodh Chintan "Research Insights from Emerging Scholars" Imperial publications	National	2023
4.	Integrating Social Responsibility in Corporate Strategies to Promote Sustainability	Integrating environmental sustainability and corporate social responsibility: A move beyond profit	International	2025
5.	The role of ESG in shaping CSR Strategies	Shodh Chintan "Research Insights from Emerging Scholars" Imperial publications	National	2025

#### 12. Patent / Copyright:

S No.	Title of Patent/Copyright	Applicants	Patent /copyright number and Year
1.	IoT based real time touch less palm reader Attendance Machine	Dr. Renu Mishra, Dr. seema Gridhar, Dr. Smriti Ahuja, Priyanka Singh, Dr. Bhawna Duggal, Dr. Ashima Bhatnagar	6275864, 2023

#### 13. FDP/Refresher Course Attended:

S No.	Title of FDP/Refresher course	Name of Host Institution	Year
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1.	Research Methodology for Librarians, Faculty Members and Research Scholars"	University Library, DCRUST Murthal, Sonapat, Haryana, INDIA	05 <sup>th</sup> -10 <sup>th</sup> July, 2021
2.	Frugal Innovations and Social Entrepreneurship	Department of Management Studies DCRUST Murthal, Sonapat, Haryana-INDIA	12 <sup>th</sup> –17 <sup>th</sup> July, 2021
3.	Intellectual Property Management at Early Stage of Innovations & Startups	Department of Biomedical Engineering, DCRUST Murthal, Sonapat, Haryana-India.	4 <sup>th</sup> - 9 <sup>th</sup> October 2021
4.	Internet of Thing (IoT)- A Practical Approach	All India Council for Technical Education	6 <sup>th</sup> -12 <sup>th</sup> December, 2021
5.	New Education Policy 2020: Roadmap to Develop Faculty for 21st Century	Maharaja Surajmal Institute, Janakpuri, New Delhi.	27 <sup>th</sup> Dec- 01 Jan, 2022
6.	Online education: An evolving paradigm	AIU and GGSIPU, New Delhi	13 <sup>th</sup> -17 <sup>th</sup> February, 2023
7.	Re-inventing education paradigm in India	Maharaja Surajmal Institute, Janakpuri, New Delhi.	20 <sup>th</sup> – 24 <sup>th</sup> February, 2023
8.	Advanced Research Methodology (Refresher Course)	Teaching Learning Centre, Ramanujan College	22 <sup>nd</sup> Sept – 6 <sup>th</sup> October, 2023
9.	Refresher Course in "Managing Online Classes & Co-creating MOOCS"	Teaching Learning Centre, Ramanujan College	23 <sup>rd</sup> May – 05 <sup>th</sup> June, 2024
10.	Enhancing Research Competence: A Multi Disciplinary Perspective	Maharaja Surajmal Institute, Janakpuri, New Delhi.	30 <sup>th</sup> May- 5 <sup>th</sup> June, 2024
11.	Unlocking Educator Potential: Essential Data Analytics Skills and Applications in Business Management	Maharaja Surajmal Institute, Janakpuri, New Delhi.	20 <sup>th</sup> – 25 <sup>th</sup> Jan, 2025

#### 14. Workshop Attended:

S No.	Title	Name of Host Institution	Year
1.	Building Foundation To Research	Bhagat Phool Singh Mahila Vishwavidyalaya, Kanpur Kalan.	October 5, 2019
2.	Art of Writing A Research Paper	Chitkara Business School, Chitkara	May 25- 29, 2020

		University, Punjab	
3.	PLS analysis using SMART PLS	Research Shiksha, India.	May 6-11, 2020
4.	Advanced Panel Data Analysis using Gretl	JS Institute of Commerce and Analytics, Delhi.	June 18-23, 2020
5.	Introduction to Data analysis using R	Excellence brings Success (EBS), New Delhi.	July 1-7, 2020
6.	Thesis/Research Proposal Writing and Discussion on Editors and Reviewers Perspective	Koach Scholar	December 5-7, 2020
7.	Foundation of Research Methodology and Open Education Resources	Koach Scholar	January 17-19, 2021
8.	One Month Weekend Course on "Art of Doing Effective Literature Review"	Koach scholar	February 20- March 20, 2021
9.	One Week Workshop on "Mathematics of Taxation, its Logicality and Fairness"	Maharaja Agrasen Institute of Management Studies	October 11-18, 2021
10.	Organizing academic research, and editing & proofreading techniques	Excellence brings Success (EBS), New Delhi.	January 28-29, 2022
11.	Panel data analysis	Sharda university	March 28- April 2, 2022
12.	Research tools for quality publications	Maharaja Surajmal Institute, Janakpuri	March 31, 2023
13.	Application of Econometric time series modeling in social science using Eviews	Eudulytix Academy, Whitefield, Bangalore	June 3-8, 2024