



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. Shruti Bhuttani
2. **Date of Joining:** 03-08-2023
3. **Present Position:** ASSISTANT PROFESSOR
4. **Department:** BBA
5. **Email ID:** shrutibhuttani@msijanakpuri.com
6. **Profile:**

Your profile (glorify your work)

An Organized professional with proven teaching, guidance and counseling skills. Possess a strong track record in improving test scores and teaching effectively. Skilled at educating students that captivate and fascinate them, creating interest in learning new subjects.

7. Educational Qualification:

S No.	Degree (graduation onwards)	College and/ or University	Year
1	B.COM(Hons)	Jesus and Mary College ,Delhi University	2006
2	MBA	Bharti Vidyapeeth Institute of Management and Research, New Delhi, India	2008
3	UGC NET (MANAGEMENT)	UGC	2011
4	Ph. D *(MANAGEMENT)	Jagannath University, Jaipur, India.	2018

8. Employment Record (Latest First)

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1	03-08-2023	Till Date	Maharaja Surajmal Institute	Assistant Professor	11 months
2	19-07-2010	31-07-2023	Jagannath International Management School	Assistant Professor	13 Years

9. Research Papers in National and International Journals

S No.	Title of Paper (Vol and Page No.)	Name of Journal	National/ International	SCI/ SCIE/ SSCI/ ESCI/ SCOPUS/ UGC Care	Year of Publicati on	Im pa ct Fa cto r	No. of Citations
1	Anna Hazare –A successful Brand extension”	Journal of Global Information and Business strategy- Volume 3, Number 1	National	ISBN No.:- 09764925- Peer Reviewed	Dec’2011	-	-
2	CRM in Retailing	International Journal (SAARJ).in Volume 2, Issue IV,	National	ISSN 2249-7137--Peer Reviewed	April ‘2012.		
3	Consumer attitude towards Online Shopping in India	Journal of Management in Volume V, Issue - 1	National	ISSN 0975-7643-Peer Reviewed	July’ 2013		
4	Job hopping in IT Sector	IBM-International Journal of Business Management” by Institute of Business Management, C.S.J.M University, Kanpur. Volume-1, No-1	International	ISSN:2348-0629-Peer Reviewed	January2 014		
5	Cash Conversion Cycle and its impact on profitability	Management Today	National	ISSN: 2230-9764)- UGC Journal	June'16		
6	Tradeoff between Liquidity and Profitability	Shoaditya Journal of Aditya institute of management studies in Mumbai.	National	ISSN:2347-8403-Peer Reviewed	August'16		
7	Brand Extension of Baba Ram Dev	Marketing Mastermind, IUP Publication, Volume X V.	National	ISSN: 0972-5156 – Peer reviewed	Decemb er ‘2018		
8	Jet Airlines Withdrawal: A journey from glory to dust (with reference to Ethical and Governance Issue)	New Age Business Practices Conference Proceeding		ISBN - 978-93-89351-53-8/ Bloomsb ury Publicati	Decemb er 2019		

				on			
9	A Review of Mental Health Reflection Through Social Media Network	Parichay –Journal of Maharaja Surajmal Institute Journal of Applied Research	International	E-ISSN: 2581-7515- Peer reviewed	Decemb er '2023		
10.	Analyzing The Role of Social Media Influencers in Shaping Customer Purchase Intentions in The Cosmetic Sector In Delhi, India.	International Journal of Management Issues and Research Vol-12, Issue-2, July-Dec. 2023		Print ISSN: 2320 - 1177/Journ al of Sharda University- Peer Reviewed	Decemb er '2023		
11	A Spatiotemporal Analysis of Punjab's Agricultural Diversification	Empirical Economics Letters,- Indexed in ABDC - 23 (2): (February 2024) ISSN 1681-8997 https://doi.org/10.5281/zenodo.10863277		ABDC	Feb '2024		
12	Test of association Between Financial Literacy and Demographic Variables Among University Students of National Capital Region of India	Journal Of Southwest Jiaotong University, https://jsju.org.cn/ Vol 60, No 1 (2025)-	International	ISSN:0258-2724- Scopus Indexed	Jan'202 5		

10. Research Papers presented / Published as full paper in Conferences/ Seminars:

S No.	Title of Paper	National/ International	Name of Host Institution	Year
1.	International Conference organized by NCHRM	International	HRM- the Total Reward Strategy	2011.
2.	National Conference of APEEJAY College	National	Impact of FII on Indian stock market	2011
3.	National conference organized by Gita Rattan International business School ,IPU	National	Anna Hazare –a successful Brand extension	2011
4.	11th national conference organized by Bharti Vidyapeeth Institute of management	National	Working Capital Ratios	2017

5.	14th National Conference organized by Jagnannath International Management School ,Vasant Kunj at IIC ,Lodhi Road,Delhi on the Theme “Sustainable Development”	National	Critical Analysis of Smart City and Urbanization Pertaining to Sustainability.	2019
6	International Conference on New Age Business Practices organized by IILM , Greater Noida on 16th November ‘2019	International	Jet Airlines Withdrawal: A journey from glory to dust (with reference to Ethical and Governance Issue)	2019
7	15th International Conference on Sustainable Business Practices and Economic Slowdown in India held in May 2020 at JIMS Vasant Kunj (Virtual Platform)	International	Assessment of Financial Literacy among University Students	2020
8	XVII International Conference Management Strategies: Retrieval, Resilience & Remodelling In A Post Covid World	International	Impact of COVID 19 on Online Shopping in India	2021
9	XVII International Conference Management Strategies: Retrieval, Resilience & Remodelling In A Post Covid World	International	To Compare and Contrast Economic Impact due to COVID 19 on Primary, Secondary and Tertiary Sector	2021
10	International Conference on Innovation and Management: The way ahead held on 29 th and 30 th Sep’2022 in Kirloskar Institute of Management, Karnatka	National	Association of Financial Literacy with Demographic variables among Delhi and NCR Students :A step towards promoting Gender Parity and Inclusive Growth	2022
11	Paper Presented in International Conference “New horizons in Commerce, Finance and Economics” held in February 16-17, 2023. Organized by SRCC, Delhi University	National	Crop Diversification In Punjab: A Spatiotemporal Analysis	2023
12.	Paper Presented in National Conference Organized by IP University on 27 th May’2023	National	Role of India’s Management Education in Nation building	2023
13	Paper Presented in National Conference organized by Sage Group of Institutions on “Sustainability through Innovative Practices in Business Management and Governance”	National	Analyzing The Role of Social Media Influencers in Shaping Customer Purchase Intentions in The Cosmetic Sector In Delhi, India.	2024
14	Paper Presented in International Conference on Energy and Sustainability organized Bhagwan Parshuram Institute of Technology.	International	Agriculture ,Food Security and Climate Change in India	2024

15	Paper Presented in Project Competition conducted by SHODH –CHINTAN Committee at Maharaja Surajmal Institute	National	Stubble Burning and Its Environmental Impacts: Evaluating Policies in Northern and Southern India	2025
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11. Books and Journals Published/Edited:

S No.	Title of Book/Journal	Publisher	National/ International	Volume and Issue no. (in case of journal)	Year of Publication

12. Book Chapters in National and International Books

S No.	Title of Chapter (Page No.)	Name of Book	National/ International	Year of Publication
1	Boosting Financial Literacy in the 4th IR Amongst Working and Non-Working Women in India	Gender Perspective on Industry 4.0 and the impact of Technology on Mainstreaming Female Employment	International	2022
2	Role of India's Management Education in Nation building	Ancient Indian Wisdom for Business Transformation, IP University Publication	National	May'2023
3	Stubble Burning and Its Environmental Impacts: Evaluating Policies in Northern and Southern India	Chapter in Book Shodh - Chintan (Research insights from emerging scholars-vol.2)	National	Dec'2023

13. Patent / Copyright :

S No.	Title of Patent/Copyright	Applicants	Patent /copyright number and Year

14. Sponsored Project/Consultancy :

S No.	Title of Project/Consultancy	Applicants	Sanctioned Amount	Sponsoring Agency	Duration of the project specifying the date of sanctioning

15. Research Scholars (M.Tech/ M.Phil/Ph.D. Thesis Supervised) : None

S. No.	Full Name of the student	Title of Thesis	Name of the host University	Year of Awarded	Supervisor/ Co-supervisor

16. Membership of Professional Bodies :

S No.	Name of the Professional Body	Member/Fellow (Membership No.)	Remarks