



# 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.Anshu Lochab
2. **Date of Joining:** 01 August 2019
3. **Present Position:** Associate Professor
4. **Department:** Department of Business Administration
5. **Email ID:** anshulochab@msi-ggsip.org

### 6. Educational Qualification:

S No.	Degree (graduation onwards)	College and/ or University	Year
1	Ph.D (Management)	National Institute of Technology, Kurukshetra, Haryana	2018
2	MA Economics	Kurukshetra University, Kurukshetra, Haryana	2013
3	MBA	Maharishi Dayanand University, Rohtak, Haryana	2011
4	UGC-NET(Management)	University Grant Commission	2011

### 7. Employment Record (Latest First)

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1	29 May 2023	Till date	Maharaja Surajmal Institute	Associate Professor	01
2	01 August 2019	29 May 2023	Maharaja Surajmal Institute	Assistant Professor	04
3	01 August 2011	30 June 2019	Rukmini Devi Institute of Advances Studies	Assistant Professor	07

### 8. 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 Publication	Impact Factor	No. of Citations
1	The relationship between fashion consciousness and personality traits of generation Y with	. <i>International Journal of Business Excellence</i>	International	Scopus Indexed	2024		

	moderating effect of social influence: an empirical investigation from India, 32(3)						
2	Factors Influencing Online Learning and Adoption of Ed-tec: A Study of Students Perception and Acceptance, Vol.19,	Gurukul Business Review	National		2023		
3	Boundaryless Career: A Bibliometric Analysis, Vol.16	Prabandhan:Indian Journal of Management., Issue 8	National	Scopus Indexed	2023		
4	Fashion Consciousness: A Bibliometric Analysis	International Journal for Research in Applied Science & Engineering Technology		UGC-Care Listed	2022		
5	Impact of Individual Personality traits on Organizational Commitment of IT Professionals in India -The Moderating role of Demographic Variables (Vol no. 28.2)	South Asian Journal of Management (AMDISA Journal)	National	UGC Care and ABDC- 'C' listed	2021		
6	Antecedents of Fashion Consciousness in GEN Y: Evidences from India, the habitant of world's largest number of Gen Y	International Journal of Business Excellence, Inderscience Publications	International	Scopus	2021		
7	A Study on Dimensions of Interpersonal Relationship of Directly Recruited and Promoted Employees in Selected Industries (Vol-40-Issue-69)	Studies in Indian Place Names	National	UGC Care Listed	2020		
8	Dilemma to decision: Human resource analytics for organizational performance-An	Asian Journal of Multidimensional Research (AJMR)	International		2020		

	Empirical Analysis (Vol. 9, Issue 2)						
9	Proactive personality, goal orientation and meta-skills as predictors of protean and boundaryless career attitudes (Vol 9, Issue 1)	South Asian Journal of Business Studies	International	Scopus and ABDC- 'C' listed	2019		
10	HR Analytics: The Winding Path Ahead (Vol 21, Issue 11)	Journal of the Gujarat Research Society	National	UGC Care Listed	2019		
11	Impact of Human Resource Analytics on Organizational Performance: A Review of Literature using R-software (Vol.8)	International Journal of Management, Technology And Engineering	International	UGC Approved	2018		
12	A Study on Post-Hoc Analysis on Education Level in Mobile Banking	Effulgence, RDIAS, Bi-Annual Journal	National	UGC Approved	2018		
13	A Strategic Framework for Education of Child Labour in Delhi: A Study on Child Labour in Dhabas of Delhi (Issue 4, Vol9)	International Journal of Advances Research	International		2016		
14	Corporate Acquisition—A Financial Strategy with Reference to Sun Pharma and Ranbaxy (Vol.8, Issue 1)	CPJ Global Review	National		2016		
15	Protean and Boundaryless Career: An Empirical Exploration (Vol 10, Issue 1)	Tecnia Journal of Management Studies	National		2015		
16	Protein and Boundary less Career Attitude: A study of Big Five personality Model (Vol2, Issue 1)	Research Journal of Education and Management Studies	International		2014		
17	Protean Career Orientation: A Predictive	Scholar's View: International	International	UGC Approved	2014		

	Study of Goldberg's Personality Model (Vol3. Issue 1)						
18	Effect of Foreign Direct Investment on Service Sector in India (Vol 5, Issue 5)	Acme Intellects: International Journal of Research in Management, Social Sciences & Technology	International	UGC Approved	2014		

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

Sno.	Title of Paper	Name of Conferences/ Seminars	National/ International	Name of Host Institution	Year
1	An Empirical Investigation of the Relationship between Personality Traits and Fashion Consciousness among College going students in India	Management Strategies: Retrieval, Resilience & Remodelling In a Post COVID World	International	JIMS, Vasant Kunj, Delhi	2021
2	Profitability Analysis of MSMEs listed on Indian Stock Exchange”	An Online International Conference on Sustainable Business Management Practices and Social Innovation (ICSBMPSI - 2021).”	International	JAIN (Deemed to be University) Bengaluru, Karnataka	2021
3	A systematic review of Digital Transformation in MSMEs of Emerging Economies	102nd Annual Conference of the Indian Economic Association	National	Auro University, Surat, Gujarat	2019
4	A Study on Male and Female Outlook in Use of Digital Wallets	09th Conference on Excellence in Research and Education (CERE 2018)	National	IIM-Indore	2018
5	Impact of Self-Efficacy and Psychological wellness of IT Professionals on their Protean Career Orientation	PANIITIMC-18: 1st PAN IIT International Management Conference 2018	International	IIT-Roorkee	2018

6	Do Cynicism, Self-Efficacy and Career Satisfaction have any impact on Boundaryless Career Orientation of IT employees?	PANIITIMC-18: 1st PAN IIT International Management Conference 2018	International	IIT-Roorkee	2018
7	Impact of Human Resource Analytics on Organizational Performance: A Review of Literature Using R-Software	Emerging Trends in Science, Engineering and Management	International	DIIF	2018
8	An Empirical Research on Reinforcement of Mobile Banking Services	Digitalization, Entrepreneurship and Skilling (IC-DES)	International	Ansal University, Gurugram	2017
9	Impact of Digitalization in the Success of new Start-ups	Digital India: Prospects and Challenges	National	Maharishi Dayanand University, Rohtak	2017
10	A Study on Post-Hoc Analysis on Education Level in Mobile Banking	Advances in Management & Decision Sciences	International	Gautam Buddha University, Greater Noida, U.P.	2017
11	An Empirical Research on Impact of Edification on the Instinct in Mobile Banking	Summer Marketing Conference	National	Indian Institute of Management, Indore	2017
12	Role of Bhagwat Geeta on Entrepreneurship	International Seminar on Bhagavad Gita: Holistic Life Management and World Harmony Tourism Motivation	International	Kurukshetra University, Kurukshetra	2016
13	An Empirical Research on Designing of Logos for Branding of B-Schools in Delhi-NCR	Conference on Brand Management	International	Indian Institute of Technology, Delhi	2016
14	Micro Level Analysis of Sustainable Agriculture in Digital India-Trends and Challenges	Development of Economies through Business Process Re-Engineering in Digital Era	International	Rukmini Devi Institute of Advances Studies, Delhi	2016

15	Cyber Security: Challenges in the Global World	Cyber Security Issues and Challenges	National	Tecnia Institute of Advanced Studies, Delhi	2016
16	Entrepreneurship Development Opportunities, Challenges and Competition in Indian Market	Globalization and its Impact on Management & IT	National	Ideal Institute of Management and Technology & School of Law	2015
17	Women Entrepreneurship: The Spirit of Tomorrow	Microfinance and Micro entrepreneurship: A Paradigm Shift for Skill Development	International	Bhagat Phool Singh Vishwavidyalaya, Sonapat, Haryana	2015
18	Boundaryless Career & Subjective Career Success: Indicating Gender Difference	Make in India- Emerging Trends in Trade and Innovations for Effective Entrepreneurship	National	Rukmini Devi Institute of Advances Studies, Delhi	2015
20	Linking CSR and Financial Performance: An Empirical Study from Indian Perspective	Corporate Governance and CSR: Retrospects and Prospects	International	Department of Commerce, Delhi School of Economics, Delhi	2015
21	A Study on Job Satisfaction of Employees at IDBI Federal Life Insurance Co. Ltd.	Ecclesia-15 International Conference on Business and Management	International	Department of Management Studies, Deen Dayal Upadhaya College, University of Delhi, Delhi	2015

#### 10. 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
1	Insurance Sector- Regulatory Framework (The Future Ahead)	Sheriden Book Company	International		2020

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

S No.	Title of Chapter (Page No.)	Name of Book	National/ International	Year of Publication
1	Mobile Learning: Factors Affecting Students' Adoption in Higher Education	M-Commerce: Experiencing the Phygital Retail	International	2018
2	A Study on Customer Satisfaction in Education Populrance in Use of Digital Wallets in Demonetization Era	Research Exertion on Contemporary Issues 2018	International	2018