



# 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  
Recognized/s2(f) of UGC Act

## Faculty Profile

1. **Name of Faculty:** Dr Sumita Kukreja
2. **Date of Joining:** 01 August 2006
3. **Present Position:** Associate Professor
4. **Department:** BBA
5. **Email ID:** [sumitakukreja@msijanakpuri.com](mailto:sumitakukreja@msijanakpuri.com)
6. **Profile:**

### Your profile (glorify your work)

Self-Motivated thorough academician strives to inspire students to pursue personal and professional excellence. Rich & progressive experience of more than 18 years in academics with core competency in Micro Finance and Self-Help Groups. Have Published many research papers in many International and National Journals related to research area and have been throughout First division holder in all my academic degrees. Also have an international experience in Victoria University, Australia for providing Academic Assistance.

### 7. Educational Qualification:

SNo.	Degree (graduation onwards)	College and/or University	Year
1.	BCom (Hons)	Delhi University	2001
2.	MBA	Guru Gobind Singh Indraprastha University	2004
3.	MPhil	Delhi University	2008
4.	UGCNET (Management)	UGC	2014
5.	PhD	Mewar University	2018

### 8. Employment Record (Latest First)

SNo.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1	May 2023	Till date	Maharaja Surajmal Institute	Associate Professor	1 Year
2	Aug 2006	April 2022	Maharaja Surajmal Institute	Assistant Professor	15 Years 8 Months
3	Aug 2004	July 2006	Institute of Information Technology Management	Lecturer	2 Years

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

S No.	Title of Paper (Vo and Page No.)	Name of Journal	National/ International	SCI/ SSCI/ SCOPUS/ UGC Care	SCIE/ ESCI/	Year of Publication	Impact Factor	No. of Citations
1	Impact of Cognitive Bias on Consumer Buying Decisions 12(10), PgNo. 11027-11045	European Chemical Bulletin	International Journal	SCOPUS		2023	-	-
2	Pradhan Mantri Jan Dhan Yojna: A Tool for Financial Inclusion volume64, No.1, June 2023, PgNo. 54-61	Productivity, A quarterly journal of the National Productivity Council	National Journal	Google Scholar		2023	-	-
3	Impact of COVID Pandemic on Different Business Sectors volume8, Issue 11, PgNo.1-12	The journal of International Academic Research For Multidisciplinary	International Journal		DOAJ	2020	6.157	-
4	Financial Inclusion A Pillar For Inclusive Growth of India volume8, Issue 12, PgNo.25-30	GE- International Journal of Management research	International Journal		DOAJ	2020	-	-
5	Modern Advertising Breaking the Stereotypes, pp-172	The Research Journal of Social Sciences  (UGC Approved)	International Journal	DOAJ, SJIF, COS MOS and others UGC Approved Journal No 40820  (Before 14/6/19)		2019	5.650	-
6	Contribution of Incentives and Rewards in Motivating Employees (Volume 09 Issue 04, Pg No.76-82)	International Journal of Research in Engineering, IT and Social Sciences	International Journal	Google Scholar, Researcher ID etc. UGC Approved Journal No 42301 (Before 14/6/19)		2019	6.565	-

7	Women Entrepreneurship: An Areato Look Upon (Volume 09 Issue 04, Pg No.52-62)	International Journal of Research in Engineering, IT and Social Sciences	International Journal	Google Scholar, Researcher ID etc. UGC Approved Journal No 42301 (Before 14/6/19)	2019	6.565	-
8	GST: A REQUIREMENT OR A COMPULSION 265-271	Electronic International Interdisciplinary Research Journal(EIIRJ)	International Journal	Google Scholar, Researcher ID and others UGC Approved Journal No 48178, 48818 (Before 14/6/19)	2017	5.20	-
9	PradhanMantri Jan Dhan Yojna: A Financial Inclusion Step (Vol.5, Issue4, pgno.68-72)	GE- International Journal of Management Research	International Journal	Research Gate, Google Scholar and others	2017	5.779	-
10	Social Networking: A Blessing for Corporate & Individuals, 26-34	International Journal of Advanced Research in Management and Social Science	International Journal	DOAJ, ISIWoS -	2016	6.943	Cited by 1
11	MicroFinance Self Help Group: A Magic Scheme For Empowering Women, 2048-2052	Pezzottaite Journals - International Journal of Applied Financial Management perspectives	International Journal	H5 Index H2Median -	2015	5.81	-
12	'Bottom of Pyramid: A Strategic Design for Micro Finance'	Arthavaan-Arefreed Journal of Commerce & Management  Bharti College, University of Delhi, Journal.	National Journal	- -	2015	-	-

13	A Study of Internet Marketing for traditional Retailers (Vol:4,issue-1&2,pageno 65- 71)	Researcher's Voice, Management Journal	National Journal	GoogleScholar	2015	-	-
14	Green Code-Need of Hour (Vol:5,No.-1, pageno.1-7)	Shikshan Anveshika	National Journal	GoogleScholar	2015	-	Citedby1
15	Myths and Realities of Micro Finance: A Study in Gurgaon District',35-44	GE-International Journal of Management Research	International Journal	GoogleScholar, Research Gate Computer science directory -	2015	4.316	-
16	Green Washing: A Reason To Look Upon (Volume-2, Issue-5 Page No.-27-40)	GE-International Journal of Management Research(A ARF)	International Journal	Research Gate, GoogleScholar and others	2015	3.41	-
17	Odisha Land of Culture and Spiritual Heritage: Future Prospectiveand Challenges Ahead (Volume -3, No.-2,Page No.943-950)	International Journal of Applied Services Marketing Perspectives	International Journal	GoogleScholar	2014	SJIF for (2013):5.057	Citedby1
18	Green Marketing-A Blessing for future Generation (Vol-3,No.-6, Page No.244-256)	International Journal of Advanced Researchin Management & Social Sciences	International Journal	Academia Edu, Google Scholar	2014	-	Citedby1
19	A New Beginning for Bottom of Pyramid (Volume-2, Issue-5, Page No.-27-40)	GE-International Journal of Management research(A ARF)	International Journal	Research Gate, GoogleScholar and others	2014	3.41	-

20	Role Conflict and Social Adjustment by Women working in Hospitality Industry (Volume-3(2), PageNo-127-140)	International journal of Management and Social Sciences(IJ MSS)	International Journal	GoogleScholar, Index Copernicus And others UGC Approved Journal No 63251 (Before14/6/19)	2014	-	-
21	Hospitality Industry : A Financial Boom for Indian Economy (Volume-2, Issue-1,Page No.-54-60)	Wealth-International Journal of Money, Banking & Finance (IJMBF)	International Journal	EBSCO and ProQuest UGC Approved Journal No 46105 (Before14/6/19)	2013	-	Citedby3
22	An Analytical Study: Relevance of Financial Inclusion for Developing Nations (Volume-2, Issue-6, Page No-15-20)	International journal of Engineering and Science	International Journal	GoogleScholar and others	2013	-	Cited by 200
23	A Study of Government Initiatives towards the Development of Tourism Infrastructure and Superstructure (Vol : 2, issue - 2,pageno35-45)	Researcher's Voice, Management Journal	National Journal	GoogleScholar	2013	-	-
24	Rebooting India's Economic Growth with International Economic Integration (Volume-1, Issue-2, and Pg. No.56-62)	Wealth-International Journal of Money, Banking & Finance (IJMBF)	International Journal	EBSCO, ProQuest, Google Scholar UGC Approved Journal No 46105 (Before14/6/19)	2012	-	-
25	Role of Foreign Direct Investment In India: An Analytical Study	International journal of Engineering and Science	International Journal	GoogleScholar and others	2012	-	Cited by 50

	(Volume-1, Issue-5, Page No- 34-42)						
26	Economic Contribution of Tourism Industry towards Society (Volume-3, Issue-10, Page No-01-19)	International journal of Scientific and Engineering Research	International Journal	Google Scholar, Crossref, Index Copernicus, HEC approved	2012	-	Cited by 5
27	Role of Tourism in Social and Economic Development of Society (Volume-1, Issue-3, Page No-10-31)	International journal of Advanced Research in Management and Social Sciences	International Journal	Academia Edu, Google Scholar	2012	-	Cited by 17
28	Child Labour- An Ugly Face of Travel and Hospitality Industry (Volume-4, Issue-1, Page No-08-17)	International IOSR journal of Business and Management	International Journal	J Gate, Crossref, NASA, Google Scholar and others	2012	-	Cited by 14
29	MicroFinance: Emerging Challenges and Opening Vistas (Volume-4, Issue-2, Page No-18-26)	International IOSR journal of Business and Management	International Journal	J Gate, Crossref, NASA, Google Scholar and others	2012	-	-
30	Impact of Labour Law on Child Labour: A Case of Tourism Industry (Volume-1, Issue-3, Page No-47-57)	International journal of Advances in Management and Economics	International Journal	Index Copernicus, Google Scholar UGC Approved Journal No 64436 (Before 14/6/19)	2012	-	Cited by 5
31	Tourism Industry with child labour: Opening Vistas and Emerging Challenges (Volume-2, Issue-6, Page No- 384-402)	International journal of Physical and Social Sciences	International Journal	EBSCO, Research Gate, Research ID etc. -	2012		

32	Doing Business in Green : Review of Environmental Risk Management in Banking Institutions (Vol : 2, issue - 1, pageno.59-66)	Researcher's Voice, Management Journal	National Journal	GoogleScholar	2012	-	-
33	Role of Microfinance to uplift the Economic condition of Women households in Haryana through SHG, Vol 46, issue 7, page no:29-32	Southern Economist	National Journal	-	2008	--	-

**10. 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	Role of ICT in enhancing the efficiency of Human Resource Management	Emerging trends in big data, IoT and Cyber Security	National Conference	Maharaja Surajmal Institute	2020
2	Future Trends of Financial Inclusion	National Conference on "Contemporary Practices and Trends in Digital Marketing And Social Media	National Conference	Kasturi Ram College of Higher Education	2019
3	Need of hour: Green Washing	India 'system mega reforms: Issues, Challenges and Implications	National Conference	Maharaja Surajmal Institute	2019
4	Disaster Management: A Cause of Concern for Present Era	Disaster Management : Issues and Challenges	International seminar	Department of Geography, Government College, Sidhrawali, Distt-Gurgaon, State Haryana, India	2015
5	Transforming Business Management through the services of	International Conference on Finance and Business Management	International	Society of Technical and Management Professional	2013

	travel and hospitality industry”				
6	An Analytical study :Relevance of Financial Inclusion for developing nations	BIT International Conclave 2013 Innovations in Engineering and Management	International	Birla Institute of Technology (Mesra) Patna Campus	2013
7	Transforming Business Management through International Economic Integration	International Conference on Innovative Ways Of Managing Business	International	Bharati Vidyapeeth Deemed University	2013
8	Myths and Realities of Micro Finance	Finance and Business Management	International Conference	Society of Technical and Management Professionals(STMP) ,NewDelhi,India	2012
9	Role of Foreign Direct Investment In India: An Analytical Study	FDIInIndia:Responseand Challenge	National Conference	Shaheed Bhagat Singh College, University of Delhi	2012
10	Contemporary Issues in Business Management-A Case of Travel And Tourism	Contemporary Issues in Business Management	National Conference	Apeejay School of Management, New Delhi	2012
11	Micro-Finance: Issues and Challenges	Business Economics and Management	National Conference	R. P. Educational Trust Group of Institutions ,Karnal, Haryana	2012
12	Agricultural & Rural Marketing -Challenges &Perspectives Ahead	National Conference on Emerging Issues in Marketing: Challenges &Perspectives	National Conference	Banarsidas Chandiwala Institute of Professional Studies	2011

#### 11. Books and Journals Published/Edited:

SNo.	Title of Book/Journal	Publisher	National/ International	Volume and Issue no.(in case of journal)	Year of Publication
1	Microfinance: A Strategic Design	NEX GEN Publication ISBN :9788196185718	International	-	2023
2	Innovative Educational Approaches: Charting a Path Ahead	Parab Publications ISBN	International		2023



## 12. Book Chapters in National and International Books

No.	Title of Chapter (Page No.)	Name of Book	National/ International	Year of Publication
1	Role of ICT in enhancing the efficiency of Human Resource Management	Emerging trends in big data, IoT and Cyber Security, published by Maharaja Surajmal Institute	National	2020
2	Needofhour:Green Washing(pg 191-198)	India's yes to mega reforms: Issues, Challenges and Implications, published by Maharaja Surajmal Institute	National	2019
3	Assuring Quality in Higher Education :Issues &Challenges (pg178-190)	Swachh Bharat:A road Map ahead to clean India	National	2018
4	Relevance of digital Payments in this Modern Developing India	Paradigm Shift from Developing to Developed India through Digitalization, published by Maharaja Surajmal Institute	National	2017
5	An Evaluative Study of E-Commerce in India	Innovations in IT, Management &Education-Digital India Initiative, published by Maharaja Surajmal Institute	National	2015
6	Net Neutrality:TheFuture of Internet	Organizational Transformation in Merging Real and Virtual World, published by Maharaja Surajmal Institute	National	2015
7	MicroFinance:Astrategic design for the bottom of Pyramid	Innovative Entrepreneurship to Minimize Carbon Footprints, published by Maharaja Surajmal Institute	National	2014
8	Financial Inclusion: A ray of Hope for the poor	Emerging Paradigms in Management in the Era of Globalization, published by Maharaja Surajmal Institute	National	2014
9	Innovation in Agricultural and Rural Marketing	Managing Innovations and talent in Highly Competitive Global Business Environment, published by Maharaja Surajmal Institute	National	2013

10	A Study of Environmental Risk in Financial Arena	Global Financial Environment and its impact on Corporate Houses in India,	National	2012
		published by Maharaja Surajmal Institute		

**13. Patent/Copyright:**

SNo.	Title of Patent/Copyright	Applicants	Patent/copyright Number and Year

**14. Sponsored Project/Consultancy:**

SNo.	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.ThesisSupervised):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:None**

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

