



# 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@msijanakupuri.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 Publication	Impact Factor	No. of Citations
1.	Anna Hazare –A successful Brand extension”	Journal of Global Information and Business strategy- Volume 3, Number 1 (ISSN 09764925)	National		Dec’2011	-	-
2	CRM in Retailing	International Journal (SAARJ).in Volume 2, Issue IV, (ISSN 2249-7137)	National		April ‘2012.		
3	Consumer Attitude towards Online Shopping (in India	Journal of Management in Volume V, Issue - 1(ISSN 0975-7643)	National		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 (ISSN:2348-0629)	International		January2014		
5	Cash Conversion Cycle and its impact on profitability	Management Today (ISSN: 2230-9764)	National	UGC	June’16		
6	Tradeoff between Liquidity and Profitability	Shoaditya Journal of Aditya institute of management studies in Mumbai. (ISSN :2347-8403)	National	UGC	August’16		
7	Brand Extension of Baba Ram Dev	Marketing Mastermind, IUP Publication, Volume X V.(ISSN: 0972-5156)	National		December ‘2018		
8	Jet Airlines Withdrawal: A journey from glory to dust (with reference to Ethical and Governance Issue)	New Age Business Practices Conference Proceeding, Bloomsbury Publication			December 2019		
9	Focusing on Financial Capability and Boosting Financial Literacy amongst girls and women	IGI Global Journal ( Scopus Indexed)	International		March 2022		
10	A Spatiotemporal Analysis of Punjab's Agricultural Diversification	Empirical Economics Letters ( C Category, ABDC)	International		Feb’ 2024		

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

S No.	Title of Paper	National/ International	Name of Host Institution	Year
1	HRM- the Total Reward Strategy	International	International Conference organized by NCHRM	2011.
2	Impact of FII on Indian stock market	National	National Conference of APEEJAY College	2011
3	Anna Hazare –a successful Brand extension	National	National conference organized by Gita Rattan International business School ,IPU	2011
4	Working Capital Ratios	National	11th national conference organized by Bharti Vidyapeeth Institute of management	2017
5	Critical Analysis of Smart City and Urbanization Pertaining to Sustainability.	National	14th National Conference organized by Jagnannath International Management School ,Vasant Kunj at IIC ,Lodhi Road,Delhi on the Theme “Sustainable Development”	2019
6	Jet Airlines Withdrawal: A journey from glory to dust (with reference to Ethical and Governance Issue)	International	International Conference on New Age Business Practices organized by IILM ,Greater Noida on 16th November ‘2019	2019
7	Assessment of Financial Literacy among University Students	International	15th International Conference on Sustainable Business Practices and Economic Slowdown in India held in May 2020 at JIMS Vasant Kunj(Virtual Platform)	2020
8	Impact of Covid 19 on Online Shopping in India	International	17th International Conference on Management Strategies 2021 held in May ‘2021 at JIMS (Virtual Platform).	2020
9	To compare and contrast Economic Impact due to Covid 19 on Primary, Secondary and Tertiary Sector.	International	17th International Conference on Management Strategies 2021 held in May ‘2021 at JIMS (Virtual Platform).	2020
10	Crop Diversification In Punjab: A Spatio Temporal Analysis” in the International	National	Conference on “New Horizons in Commerce, Finance & Economics” organized by Chinmaya Vishwa Vidyapeeth, Kerala in collaboration with Shri Ram College of Commerce (SRCC), DU on	16th & 17th Feb, 2023.
11	Role of India’s Management Education in Nation Building	National	Conference on Ancient Indian Wisdom for Business Transformation	27 <sup>th</sup> May ‘23
12	Analyzing the role of Social Media Influencer in shapping customer purchase intentions in the Costmetic Sector in India.	National	National Conference on Sage Manthan 2024 " Sustainability through Innovative Practices in Business Management & Governance"	10th May 2024

**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

**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

