



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. Monika Tushir
2. **Date of Joining:** 10th August, 2006
3. **Present Position:** Associate Professor
4. **Department:** Business Administration
5. **Email ID:** monikatushir@msijanakpuri.com
6. **Profile:**

Your profile (glorify your work)

As a teacher, it has been my aim to create a love for learning in my students and motivated them to achieve newer heights in their career to contribute in the development of the nation. My incessant focus on their holistic development including an emphasis on having a well rounded personality helps develop trust between me and my students. My emphasis on the inculcation of values and ethics through my class room interaction has motivated my students to become responsible citizens and achieve excellence in their lives.

7. Educational Qualification:

S No.	Degree (graduation onwards)	College and/ or University	Year
1.	B.Com	Govt. College for Women, Rohtak	2003
2.	M.Com	Department of Commerce, MDU, Rohtak	2005
3.	M.Phil	MKU, Madurai	2007
4.	Ph.D	Department of Commerce, MDU, Rohtak	2011
5.	UGC Net Commerce	UGC	2013
6.	UGC Net Management	UGC	2013
7.	Certification Course: NPTEL Online certification, funded by Ministry of HRD, Govt. of India, 12 Weeks	Online Course delivered by IIT Roorkee on Working Capital Management	2019
8.	Certification Course: 15 weeks NPTEL-AICTE	Online Course, Punjab University, Funded by Ministry of HRD, GOI on Digital Marketing	2019
9.	Certification Course: ARPIT Refresher Course in Commerce, 16 weeks	Online Course, National Resource Centre, Shri Ram College of Commerce (under MHRD Programme)	2020
10.	Two weeks refresher course on Advanced concepts in developing MOOCs	Online Course, Ramanujan College, University of Delhi	2022

8. Employment Record (Latest First)

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1.	10 th August, 2006	Till date	Maharaja Surajmal Institute	Associate Professor	17 years +

9. Research Papers in National and International Journals

S No.	Title of Paper	Name of Journal	National/ International	SCI/ SSCI/ SCOPUS/ UGC Care	SCIE/ ESCI/	Year of Publication	Impact Factor	No. of Citations
1	Unveiling Gender Dynamics in Financial Awareness and Risk Perceptions among College Going Students	IJCRT	International/peer reviewed			2023		
2	Mediating Role of Job Satisfaction on Training and Development and Employees Performance	Dickensian Journal	International/peer reviewed			2022		
3.	A study on the gender-wise differences in the satisfaction level and teacher-student relationship during online classes	The International journal of analytical and experimental modal analysis	International/peer reviewed			2021	6.3	
4.	Stress among Fresh Graduate Students during COVID 19	International Journal of Creative research thoughts	International/peer reviewed			2021	7.97	
5.	The Evolution and growth of E-Commerce Industry in India	International Journal of Computers, IT and Engineering	International/peer reviewed	UGC Listed		2015		
6.	Enterprise Resource Planning as an Indispensable Tool in Modern Business	<i>International Journal of Mgt. Research and Technology</i>	International/peer reviewed	UGC Listed		2015		
7.	Managing Human Resources with Enterprise Resource Planning	International Journal of Business Mgt. Economics and IT	International/peer reviewed	UGC Listed		2015		
8.	Corporate Social Responsibility: People, Planet and Profit	SSIJMAR	International/peer reviewed	UGC Listed		2015	.542	
9.	The Emergence of Emerging Markets	Radix International Journal of Economics and Business Management	International/peer reviewed	UGC Listed		2015	.528	
10.	Insurance Reforms In India and their Impact, Management	Journal of Asian Business Management	International/peer reviewed	UGC Listed		2015		
11.	Financial Inclusion and	SSIJMAR	International/peer	UGC Listed		2015	.542	

	Pradhan Mantri Jan Dhan Yojna		reviewed				
12.	“Why is India a Favorable FDI Destination”?	Radix International Journal of Economics and Business Management	International/peer reviewed	UGC Listed	2015	.528	
13.	The Growth and Evolution of Insurance Industry in India”	GIRT	International/peer reviewed		2015		
14.	“The NRLM and the Perpetually Persisting Poverty	Radix International Journal of Economics and Business Management	International/peer reviewed	UGC Listed	2015	.528	
15.	Globalization: The Future of Indian Economy	SSIJMAR	International/peer reviewed	UGC Listed	2015	.542	
16.	“Banking Structure and its Contribution in Social Upliftment	SSIJMAR	International/peer reviewed	UGC Listed	2015	.542	
17.	The Goods and Service Tax and its likely Impact on Indian Economy	<i>International Journal of Economic Issues</i>	International/peer reviewed	UGC Listed	2014		2
18.	Managing Retention: Challenges and Solution	GIRT	International/peer reviewed		2014		
19.	Managing Interpersonal Behaviour at Workplace	SSIJMAR	International/peer reviewed	UGC Listed	2014	.542	
20.	“Self Help Groups and its Models”	IMS Manthan	National	UGC Listed	2009		
21.	Role of Micro Finance to uplift the Economic Condition of Women Households in Haryana through SHG	Southern Economist	National	UGC Listed	2008		10
22	Rural Banking and Micro Finance	Southern Economist	National	UGC Listed	2007		10

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	An Analysis of Applicability of Innovative ICT Technology in Teaching in India	“Bridging the Divide: Indian Knowledge Systems and Contemporary Education”	National Conference	Guru Ramdass College of Education, GGSIPU, Dwarka	2024
2	Leveraging Enterprise Resource Planning for Organizational Benefit	India’s Yes to Mega Reforms: Issues, Challenges and Implications	National Conference	Maharaja Surajmal Institute	2019
3	Transformation in Business through Enterprise Resource Planning Systems	Paradigm shift from developing to developed India through Digitization	National Conference	Maharaja Surajmal Institute	2017
4	Performance of Enterprise Resource Planning Systems in Indian	Innovations in IT, Management, Education-Digital India	National Conference	Maharaja Surajmal Institute	2015

	Manufacturing Organizations	initiative			
5	SGSY-The Chief Programme of Indian Government	Organisational Transformation in Merging Real and Virtual World	National Conference	Maharaja Surajmal Institute	2015
6	Enterprise Resource Planning Systems: The advent Technology for Organizations	Recent trends in computing and communication technology	International	Ideal Institute of Management and Technology and School of Law, Delhi	2014
7	Globalization and Indian Economy	Innovative ways of managing business in the Post Globalised era	International	Bhartividyapeeth University	2013
8	ICT and Educational Reforms in India	FDI in India: Challenges, Effectiveness and future	National	DIRD	2013
9	Indian Economy in the Time of Contemporary Globalisation	Building Competitiveness in the Indian Manufacturing Sector	National	GNA IMT	2013
10	Commerce Education in India: Contours and Perspectives	Contours of commerce education in India	National Conference	M.D.University	2013
11	Derivatives Trading in India	Emerging issues in Derivatives Markets in India	National Conference	IMSAR, M.DUniversity	2012
12	Negotiating for Conflicts and Dispute Resolutions	Human Resource in Global Perspective	International workshop (organized for Senior Foreign Services Officers from the Ministry of Finance, Bangladesh)	Maharaja Surajmal Institute	2011
13	The-Fly-by-Night-Employees and its Repercussions	Management of Environmental risk and uncertainties in the contemporaneous Business Milieu	International Conference	Maharaja Surajmal Institute	2011
14	HRM challenges and Issues	India Inc: Challenges ahead	National Conference	GNA-IMT	2011
15	Role of technology in modern education	Activity based learning in Professional education	National Conference	IMSAR, MDU	2011
16	Fuller Capital Account Convertibility	Fuller Convertibility: A roadmap to success	National Conference	USMS, GGSIPU	2007
17	Rural Banking and Micro Finance	Banking in India: Thrust and challenges	National Conference	Kamala Nehru College, Delhi	2008
18	Micro finance-The Best Poverty Alleviator	Emerging issues in capital market	National Conference	Kurukshetra University, Kurukshetra	2007

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
1	Income Tax Law and Practice (2 nd Edition)	JSR Publishing House	National/International		2024

2	Digital Marketing (2 nd Edition)	JSR Publishing House	National/International		2024
3	Entrepreneurial Mindset	Scholar Tech Press	National/International		2023
4	Training and Development	Scholar Tech Press	National/International		2023
5	Income Tax Law and Practice	JSR Publishing House	National/International		2022
6	Digital Marketing	JSR Publishing House	National/International		2022
7	Management Accountng: Principles and Practices	Savera Publications	National/International	NA	2015
8	The Poverty Panorama	Serial Publications	National/International		2015
9	Micro-Credit Financing in India	Serial Publications	National/International		2015
10.	Edited: Emerging Paradigms in Management in the Era of Globalization	Savera Publications	National	NA	2014
11	Edited: Managing Innovations and Talent in the highly Competitive Global Business Environment	Savera Publications	National	NA	2013
12.	Taxation Laws Simplified	Taxguru Publications	State	NA	2012
13.	Edited: Global Financial Environment and its Impact on Corporate Houses in India	Savera Publications	National	NA	2012

Chapters published in Books

S No.	Title of Chapter	Name of Book	National/International	Year of Publication	No. of Authors
1	Hybrid Learning: The Future of Education in India	“Economic & Social Perspective of New Normal through Hybrid Work Models”	International	2022	Second Author (two authors)
2	A Qualitative Study on the Inclination of Youths’ Towards Entrepreneurial Mindset	Resurgence of Economies Globally Post Pandemic: Issues and Challenges	International	2021	First Author
3	Startup India: Is it a Non-starter?	Digital Entrepreneurship	National	2021	Sole Author
4	Artificial Intelligence in Education: The journey so far and the Future Prospects	Emerging trends in Big Data, IOT and Cyber Security	National	2020	Sole Author
5	Quality Assurance Practices: A Study of Indian Banking Sector	Quality Assurance in Higher Education: Practices and Issues	National	2019	Sole Author
6	Government Initiatives for quality assurance in Agricultural Sector	Quality Assurance in Higher Education: Practices and Issues	National	2019	First Author

7	Disaster Management: Government Initiatives	Assuring Quality in Higher Education: Innovations and Challenges	National	2018	Second Author (two authors)
8	Has Globalization Rubbed the Indian Small Scale Sector the Wrong Way?	Emerging Paradigms in Management in the Era of Globalization	National	2014	Sole Author
9	FDI in Retail-Another Opportunity being overlooked	FDI in multi brand retail sector: Challenges & Opportunities	National	2013	Sole Author
10	Harnessing Talent and Innovations in the Depressive Global Business Ethos	Managing Innovations and Talent in the Highly Competitive Global Business Environment	National	2013	Sole Author
11	Foreign Direct Investment in Retail and its Impact on Economic Growth in India	Global Financial Environment and its Impact on Corporate Houses in India	National	2012	Sole Author
12	Managing Human Resource in the Globalized Indian Economy	Global Forces Shaping the Future of Business and Society	National	2012	Sole Author
13	Micro Finance and its Impact on Poverty Reduction	Emerging Paradigms in Business & Economics	National	2011	Sole Author
14	Agricultural and Rural Marketing- Challenges and Perspectives Ahead	Emerging Issues in Marketing: Challenges and Perspectives	National	2011	First Author (two authors)

Conferences/ Workshops/ Seminars/Webinars Attended

S No.	Name of Conferences/ Workshops/ Seminars	Name of Institution, City	Type of Conferences/ Workshops/ Seminars	Period	
				From	To
1	Resurgence of Economies Globally Post Pandemic: Issues and Challenges	MSI	International Conference	29 th October	30 th October, 2021
2	Digital Entrepreneurship	MSI	National Conference	29 th January, 21	30 th January, 2021
3	“Relevance Of Business Research In Teaching”	IBS	Faculty Knowledge Exchange Program	31 st July 2021	31 st July 2021
4	Covid 19: It's impact on Engineering disciplines	MSI	Webinar	7 th August, 2020	7 th August, 2020
5	How to Make Research Better & Matter too	MAIMS	e-Workshop	18 th May, 2020	18 th May, 2020
6	“Dismantling Agrarian Economy and perpetuating the crisis” and “Positioning the young minds for efficiency during turbulent times”	MSI	Webinar	27 th July, 2020	27 th July, 2020
7	Aligning yourself to the publishing process	Elsevier	Workshop	23 rd July, 2020	24 th July, 2020
8	Research Paper and Questionnaire	RKGIT,	Webinar	27 th June, 2020	27 th June, 2020

	Development	Ghaziabad			
9	Economic Dimensions Impact on COVID-19 Crisis-A Challenge in South Asian Countries	ARSD, University of Dehi	International Webinar	26 th June, 2020	26 th June, 2020
10	Attended Webinar on Human Values in Contemporary Scenario and Role of Emotional Intelligence in COVID-19 Crisis	MSI	Webinar	20 th June, 2020	20 th June, 2020
11	Attended Webinar on Ethical Issues in Research and Leadership Challenges in this Hour of Crisis	MSI	Webinar	17 th June, 2020	17 th June, 2020
12	Webinar on “The Corona Pandemic Challenge: Coping up with Physical, Emotional & Digital Stress” and “ICT in education & Teaching- learning post corona pandemic	MSI	Webinar	1 st June, 2020	1 st June, 2020
13	E Workshop on “How to make research better and matter too”	MAIMS, GGSIPU	Webinar	18 May, 2020	18 May, 2020
14	Emerging Trends in Big Data, IoT and cyber security	MSI	Conference	13 th March, 2020	14 th March, 2020
15	Quality Assurance in Higher Education: Practices and Issues	MSI	Conference	16 th May, 2019	17 th May, 2019
16	Paradigm shift from developing to developed India through Digitization	MSI	Conference	28 th July, 2017	29 th July, 2017
17	Innovations in IT, Management, Education-Digital India initiative	MSI	Conference	21 st March, 2015	21 st March, 2015
18	Innovative Entrepreneurship to Minimize Carbon Footprints”	MSI	International Conference	19 th April 2014	19 th April 2014
19	Joyful Learning : Prospects and Challenges	MSI	National	29 th March, 2014	29 th March, 2014
20	New Frontiers in Computer Science Research	MSI	National	28 th Sept, 13	28 th Sept, 13
21	Empowering Growth through Corporate Governance and Economic Stability Measures	Sri Guru Gobind Singh College of Arts and Commerce, DU	National	23 February 2012	24 th February 2012
22	Effective Teaching through Case Study Methodology	MSI	National	January 21, 2012	January 21, 2012
23	“Human Values and Professional Ethics”	MSIT	National	04 th February, 2012	04 th February, 2012
24	“Recent Trends in Mobile and Web Technology”	MSI	National	10 th Mar, 2012	10 th Mar, 2012
25	Changing Paradigm in Teacher Education in the light of NCFTE	MSI	National	March 4, 2011	March 4, 2011
26	Strategic Management in the Emerging Global Scenario and Corporate Governance- the way ahead	MSI	National	Nov 26, 2011	Nov 26, 2011
27	Managing Odds through Innovations	MSI	National	May 22, 2010	May 22, 2010
28	Contemporary Issues and Challenges in Management”	MSI	National	03 rd April, 2010	03 rd April, 2010
29	The Right to Information Act: Strengths and Challenges	MSI	National	10 th Feb. 07	10 th Feb 07

Membership of Professional Bodies

S.No.	Name of the Body	Member/Fellow	Remarks
1	All India Commerce Association	Member	

Dr. Monika Tushir