

Curriculum Vitae

Dr. Aarti

Institute of Management Studies and Research,
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CURRENT POSITION

Assistant Professor, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak INDIA.

My current role includes:

- Postgraduate and undergraduate teaching, subject coordination and curriculum development
- Research Scholars supervision
- Outreach Program Coordinator, University Teaching Departments, Maharshi Dayanand University, Rohtak
- Member, Institutional Committee, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak

ACADEMIC QUALIFICATIONS

- 2014 – 2017 Ph.D. in Management, Maharshi Dayanand University, Rohtak, INDIA
Thesis: Determinants of Diffusion Process in Case of Mobile Handsets and their Impact on Consumer Buying Behaviour
- 2010-2012 Master in Business Administration, Deenbandhu Chhotu Ram University of Science and Technology, Murthal, Sonapat INDIA
- 2007-2010 Bachelor of Business Administration, Maharshi Dayanand University, Rohtak, INDIA

EMPLOYMENT HISTORY

14th September, 2017 – Till Date

Assistant Professor, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak, India

Curriculum Vitae

- 15th December, 2016 – 12th September, 2017 Assistant Professor (Contractual), Maharshi Dayanand University Centre for Professional and Allied Studies (Formerly University Institute of Law and Management Studies), Gurugram, India
- 20th August, 2014 – 06th September, 2016 Assistant Professor (Contractual), Maharshi Dayanand University Centre for Professional and Allied Studies (Formerly University Institute of Law and Management Studies), Gurugram, India

ACADEMIC ACHIEVEMENTS

- December, 2012 Qualified National Eligibility Test for appointment of Assistant Professor

FIELD OF SPECIALISATION

Marketing
Human Resource Management
General Management

RESEARCH HIGHER DEGREE

Degree Awarded (01)

- **Rosy Dhall** (2023), Antecedents and Consequences of Workplace Bullying: A Study of IT Sector.

Currently supervising 04 PhD Scholars.

- **Tamanna** (Registered in 2020), Factors Affecting Service Quality of Fitness Centre from Women Perspective.
- **Jyotika** (Registered in 2020), Influence of Media Type on Consumer Attitude Towards Mobile Advertising.
- **Nidhi** (Registered in 2020), Role of Psychological Capital on Employees Turnover in Health Care.
- **Harsh** (Registered in 2021), Impact of social media Tech blogs on Consumer Behavior

RESEARCH

Grants as Project Director or Equivalent

- 2021, Minor Research Project funded by Chaudhry Ranbir Singh Institute of Social and Economic Change, Maharshi Dayanand University, Rohtak (INDIA), Perception of Students about Important Causes of Students' Unrest: A Study of Haryana University Campuses, **Aarti**. (₹ 2,00,000/-)

- 2020, Minor Research Project funded by Dr. Radha Krishnan Foundation Fund, Maharshi Dayanand University, Rohtak (INDIA), **Aarti**. (₹ 50,000/-)

SERVICE TO THE DISCIPLINE

Workshop and Conference Organization

- Member of Coordination Committee in National conference organized by IMSAR, M.D.U. Rohtak on 26th September, 2017
- Convenor of Web Portal committee for updating instructions related to institute
- Organizing member of the Induction program held on 10th August, 2018
- Co-chairperson in National conference organized by IMSAR, M.D.U. Rohtak on 26th September, 2017
- Delegate in the UGC sponsored National cum Awareness program on “Protection of Intellectual Property Rights-Need of the Hour” on 10th May, 2018.
- Organizing Member of Faculty Development Program held from 9 - 18 February, 2019 organized by FDC, MDU, Rohtak
- Convenor of Coordination committee and member of organizing committee in National conference on “Emerging Trends in Management Education” held on 26th March, 2019
- Organizing member of National conference on Entrepreneurial Eco-system in India: A Future Roadmap held in March, 2020
- Coordinator of Online workshop on “Synopsis Writing” from 23 - 24 October, 2020
- Course coordinator in 14 days’ “Training cum Personality Development Course” held from 28th October to 11th November 2020
- Organizing secretary in Two days National Workshop on Meta- Analysis on 29 - 30 April, 2021
- Organizing secretary of One day Seminar on “Innovation Driven Entrepreneurship” on 21st August, 2021.

Teaching-learning Evaluation Technology Program Attended

- Orientation Program organized by UGC Human Resource Development Center, Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur Kalan, Sonapat, 22nd May - 18th June, 2018.
- Refresher Course organized by Faculty Development Centre, Maharshi Dayanand University, Rohtak, 15th May - 4th June, 2019.
- Faculty Training Program organized by Indira Gandhi University, Meerpur, Rewari, 15 - 22 June 2020.

- Faculty Training Program organized by Department of Management Studies, Deenbandhu Chhotu Ram University of Science and Technology, Murthal, Sonapat, 12 - 17 July, 2021.
- NEP-2020 Orientation and Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) organized by MMTTC of Shri Lal Bahadur Shastri National Sanskrit University (Central University), New Delhi from 18-28 December, 2023.

Journal Reviewer

- Social Science and Humanities Open Journal

HONOURS AND AWARDS

- Distinguished Paper Award, International Congress on Information and Social Science, Sydney, Australia (2018)

PUBLICATIONS

Paper Publication in International Journal

- Aarti, Ravin Kadian and Chand Prakash, "Causes of University Students' Disaffection: Study of Professional and Non-professional Courses", 'International Journal of Educational Reform' an international peer-reviewed SAGE Publications journal indexed with SCOPUS with ISSN: 1056-7879, First published online November 7, 2023.
- Aarti and Ravin Kadian, "Modeling Academic Performance through Personality traits, self-efficacy, disaffection among university students", 'Journal of Applied Research in Higher Education', an international peer-reviewed Emerald Publications journal indexed with SCOPUS with ISSN: 2050-7003, Accepted for Publication on 18 October, 2022.
- Aarti & Kadian, R., "University Students' unrest and Adjustment Problem with Students' Disengagement from the Course as a Mediator", 'Transnational Marketing Journal' a peer-reviewed journal indexed with SCOPUS with ISSN: 2041-4692, Volume: 10, No: 3, pp. 515 - 532, October, 2022.
- Prakash, C., Yadav, R., Singh, A. & Aarti, "An Empirical Investigation of the Higher Educational Institutions' Attractiveness as an Employer", 'South Asian Journal of Human Resources Management' a peer-reviewed journal indexed with SCOPUS with ISSN: 2349-5790, Volume 9, Issue 1, April, 2022.
- Nidhi and Aarti, "Employee Turnover: A Bibliometrics Analysis from 2000 to 2021", published in 'Pacific Business Review (International)', A Refereed Monthly International Journal of Management Indexed with Web of Science (ESCI) with ISSN: 0974-438X, Volume 14 issue 10, April 2022.
- Aarti Chahal and Rosy Dhall, "Comparative Study of Various Leadership Styles", published in 'International Journal in Multidisciplinary and Academic Research', a Refereed Open Access Indexed Journal with ISSN: 2278-5973, Vol. 7, Issue 3, August 2021.

- Aarti Chahal and Ravin Kadian, “Consumers Decision Making process and Buying Behaviour Towards Mobile Handsets”, published in ‘International Journal for Research in Applied Science and Engineering Technology’, a Refereed Open Access Indexed Journal with ISSN: 2321-9653, Vol. 9, Issue VII, July 2021, pp.712-718.
- Aarti Chahal, “Role of NABARD in SHGS with Special Reference to E-Shakti, MEDP and LEDP”, published in ‘International Journal of Multidisciplinary Research and Publication’, a Refereed Open Access Indexed Journal with ISSN: 2581-6187, Vol. 4, Issue 2, July 2021, pp. 93-96.
- Kamlesh Gakhar and Aarti Chahal, “Assessing the Determinants Influencing Innovation, Diffusion and Adoption”, published in ‘Inclusive Growth in Modern Indian Economy, Excel India Publishers’, a Refereed Open Access Indexed Journal with ISBN: 978-93-85777-00-4, June 2016, pp. 117-123.
- Aarti Chahal, “Economic Reforms in Haryana with special reference to Infrastructure Development”, published in ‘International Journal of Research in Management, Economics and Commerce’, a Refereed Open Access Indexed Journal with ISSN: 2250-057X, December 2016, pp. 1-8.
- Kamlesh Gakhar and Aarti Chahal, "Role of Opinion Leadership and Communication Strategies in Innovation, Adoption and Diffusion”, published in 'Journal of Management Sciences and Technology', a Refereed Open Access Indexed Journal with ISSN: 2347-5005, Vol. 3, Issue 3, June 2016, pp. 18-29.
- Kamlesh Gakhar and Aarti Chahal, “New provision of Companies Act 2013 regarding CSR Expenditure: A Study of Maharatna Companies”, published in ‘Amity Global HRM Review’, a Refereed Open Access Indexed Journal with ISSN: 2250-060X, Vol. 5, Issue 9, September 2015, pp. 46-58.
- Aarti Chahal, “The Effectiveness of Total Quality Management in the Manufacturing Industries”, published in ‘International Journals of Management, IT & Engineering’, a Refereed Open Access Indexed Journal with ISSN: 2249-0558, Vol. 5, Issue 10, October 2015, pp. 210-225.
- Ravin Kadian and Aarti Chahal, “Make India Innovative and Competitive: Role of MSME’s”, published in ‘International Journal of Research in Social Sciences and Humanities’, a Refereed Open Access Indexed Journal with ISSN: 2249-4642, Vol. 5, Issue III, July-September 2015, pp. 65-73.
- Aarti Chahal and S.N. Mahapatra, “Mission Statement and its Relevance in Firm’s Strategy Formulation”, published in ‘Amity Business Review’, a Refereed Open Access Indexed Journal with ISSN: 0972-2343, Vol. 14, Issue 2, July-December 2015, pp. 75-83.
- Aarti Chahal and S.N. Mahapatra, “Firm’s Mission Statement and Strategic Importance of Firm’s Mission Statement in Strategy Formulation”, published in ‘Global Journal of Finance and Management’, a Refereed Open Access Indexed Journal with ISSN: 0975-6477, Vol. 5, Issue 5, July 2015, pp. 15-19.

- Aarti Chahal and Niyati Chaudhary, "Mission Statements - Intent and Influence, The Indian Context", published in 'Indian Streams Research Journal', a Refereed Open Access Indexed Journal with ISSN: 2230-7850, Vol. 3, Issue 11, December 2013, pp. 1-9.
- Niyati Chaudhary and Aarti Chahal, "An Appraisal of Foreign Institutional Investment on Indian Economy", published in 'International Multidisciplinary Research Journal of Golden Research Thoughts', a Refereed Open Access Indexed Journal with ISSN: 2231-5063, Vol. 3, Issue 6, December 2013, pp. 1-4.
- Aarti Chahal, Seema Chahal, Bhawna Chowdhary and Jyoti Chahal, "Job Satisfaction among Bank Employees: An Analysis of the Contributing Variables towards Job Satisfaction", published in 'International Journal of Scientific and Technology Research', a Refereed Open Access Indexed Journal with ISSN: 2277-8616, Vol. 2, Issue 8, August 2013, pp. 11-20.
- Aarti Chahal, "Conational Drivers, Mainly Advertisement influencing Brand Preference of Consumer Durable Goods: An Experimental Analysis in North India", published in 'International Journal of Scientific Research and Management', a Refereed Open Access Indexed Journal with ISSN: 2321-3418(e), Vol. 1, Issue 4, July 2013, pp. 241-250.
- S.N. Mahapatra and Aarti Chahal, "Transnational Corporations and Marketing Ethics", published in 'International Journal of Scientific Research and Management', a Refereed Open Access Indexed Journal with ISSN: 2321-3418(e), Vol. 1, Issue 4, July 2013, pp. 176-183.
- Aarti Chahal, "A Study of Training Need Analysis Based Training and Development: Effect of Training on Performance by Adopting Development Based Strategy", published in 'International Journal of Business and Management Invention', a Refereed Open Access Indexed Journal with ISSN: 2319-8028, Vol. 2, Issue 4, April 2013, pp. 41-51.

PRESENTATIONS AT CONFERENCES AND SEMINARS

International Conferences/Seminars Attended

- Participated in International Conference on Creating and Managing Responsible Organizations- an Emerging Economy Perspective (ICCMRO'23) organized by Management Development Institute, Gurugram and also presented a paper entitled "Great Resignation amidst COVID-19 in tourism industry: From What, Why to Way Forward". 12-14 October, 2023.
- Participated in the International Conference on Start Up India Recipe for Inclusive Entrepreneurship and Innovation: Issues and Challenges organized by Institute of Management Studies and Research, M. D. University, Rohtak and also presented a paper entitled "Entrepreneurship Development and Innovation in Today's World". 02-03 March, 2017.
- Participated in the International Conference on Social Responsibility of Business: Big Push and its Sustainability organized by SGT University, Gurugram and also presented a paper

entitled “Fulfilling Social Obligations Effectively and Efficiently: A Study of Tata Group”. 19-20 December, 2016.

- Participated in the International Conference on Role of Digitalization in Sustainable Development: A Global Perspective, organized by Department of Education, Maharshi Dayanand University, Rohtak and also presented a paper entitled “E-Governance and Digital India”.
- Participated in the International Conference on Information and Social Science, organized by International Business Academics Consortium, ISS_Sydney, and also presented a paper entitled “Smartphone Adoption: Application of Diffusion of Innovation Theory”. 2018.
- Participated in the International Conference on Economics and Development: New Challenges and Opportunities, organized by Department of Economics, Maharshi Dayanand University, Rohtak and also presented a paper entitled “Jobless Growth Even in Labour-Abundant India: Capitalist Transition and the Challenges in Employment”.
- Participated in the International Seminar on Sustainable Development in 21st Century: A Global Perspective organized by Chaudhary Ranbir Singh University, Haryana, and also presented a paper entitled “New Provisions of Company Act, 2013 Regarding CSR Expenditure: A Study of Maharatna Companies”. 19-21 March, 2015

National Conferences/Seminars Attended

- Participated in the National Conference on Changing Dimensions of Business Management and Corporate Social Responsibility in Globalised Era organized by Institute of Management Studies and Research, M. D. University, Rohtak and also presented a paper entitled “CSR Practices and Brand Management: A Study of its Companies in Delhi NCR”. 26 September, 2017.
- Participated in the National Conference on Changing Dimensions of Business Management and Corporate Social Responsibility in Globalised Era organized by Institute of Management Studies and Research, M. D. University, Rohtak and also presented a paper entitled “CSR Practices and Brand Management: A Study of its Companies in Delhi NCR”. 26 September, 2017.
- Participated in the National Seminar on Choice Based Credit System at Under-Graduate Level organized by Faculty Development Centre, Maharshi Dayanand University, Rohtak and also presented a paper entitled “Employability Skills and Attributes in Youth”.
- Participated in the Two Day Interdisciplinary National seminar on education Policy 2020; Context and Opportunities in Higher Education organized by Faculty Development Centre, Maharshi Dayanand University, Rohtak and also presented a paper entitled “Teacher Competence in Higher Education from the Perspective of New Education Policy, 2020”.
- Participated in National Conference on Rural Transformation in India: Challenges, Opportunities, & strategies organized by Institute of Management Studies and Research Maharishi Dayanand University, Rohtak and also presented a paper entitled “A

Comparative Study of Different Smartphone Operating Systems and their Market Shares in India". October 17, 2015

- Participated in National Conference on Make in India: Opportunities and Challenges organized by IMSAR Alumni Association and Institute of Management Studies and Research, Maharishi Dayanand University, Rohtak and also presented a paper entitled "Make India Innovative and Competitive: Role of MSMEs ". April 25, 2015