



**Name:** Dr. Sonia

**Designation:** Associate Professor

**Institution:** Institute of Management Studies and Research (IMSAR), MDU Rohtak

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### Professional Qualifications

1. MBA from IMSAR, Maharshi Dayanand University, Rohtak in 2004
2. M. Phil from Choudhary Devi Lal University, Sirsa in 2007
3. Ph.D from IMSAR, Maharshi Dayanand University, Rohtak in 2009

### Employment History

Assistant Professor at Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak from May 2010 till May 2022.

Currently working as Associate Professor at Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak.

### Major Areas of Specialization

Marketing

### Doctoral Thesis Supervision

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### University Administration/ Duties

- Provided individualized instructions to keep all students at expected skill level.
- Identified and organized various field trips to enhance curriculum.
- Planned and implemented special university events with the proper coordination with the supportive officials along with the community representatives.

- Member of the organizing committee for National Seminar/Conference.
- Performed various examination duties as Deputy Superintendent and Invigilator.
- Worked for several universities as an examination paper setter.
- Acted as a member of Academic Council.
- Acted as member of Inspection Committee for various colleges.
- Acted as member and convener of various committees such as Research Advisory Committees, Departmental Research Committees, Admission Committees, Co-curriculum activities & Students' Welfare committees and examination committees.

## **Publications**

### **Paper in Journals:**

- Role of Information Technology in Indian Agriculture. International Journal of Interactive Computer Communication, VOL.01 No. 02, April 2012. Pp 68-74 ISSN No. 2250 –2661.
- Advertising directly impact the behaviour of consumer. International journal of education and mgt studies, vol.2, issue 2 , June 2012 Pp 196-199 ISSN- 2231 -5632.
- Information technology in human resource management. International journal of education and mgt studies, vol.2, issue 3, September 2012 Pp 341-343 ISSN- 2231-5632.
- To know the Awareness Level among the Customers towards Brands of Consumer's Goods: A Study Carried out at Bhiwani District. International journal of education and mgt studies, vol.3, issue 2, June 2013 Pp 198-201 ISSN- 2231-5632.
- Pahal: Shaasan Sudhaar Ki Ore And Transparency International India. Journal of Business Management and Social Sciences Research, vol.2, no 8, August 2013. Pp 17-22 ISSN: 2319-5614.
- Cost of capital, Capital Structure and Value of Firm. International Journal of Research in Commerce, Economics and Management, vol.3, no 8, August 2013. Pp 18-26 ISSN: 2231-4245.
- To Identified the Features of Advertisement Affecting the Purchase of Consumer Towards Brands of Consumer's Goods- A study carried out at Bhiwani district. International Journal of Research in Commerce &management, vol. no.50, 30 august, 2013 ISSN: 2249-605x.
- To Analyze that Advertisements Boost up the Standards of Living the Society Towards the Brands of Consumer's Goods- A Study Carried out at Bhiwani District. Galaxy International Interdisciplinary Research Journal volume 2 (1),January 2014ISSN: 2347-6915.
- To Study the Factor Affecting the Purchase Decision of Customers Towards the Purchase of Consumer Goods: A Study Carried out at Bhiwani District. International journal of Research in Commerce &Management vol. no.5,(1) January,2014 ISSN:0976-2183.

- To Identified the Best Brand of FMCG Products- A Study Carried out on Rural Masses. Excel International Journal of Multidisciplinary Management Studies vol.4(2), February, 2014 ISSN:2249-8834
- To Evaluate the Factors Responsible for Customer to Switch Over to Another Brand of Consumer Goods- A Study Carried out on Rural Masses. International Journal of Research in Computer Application and Management volume 3, March 2014. ISSN:2277-3622.
- To Identified the Correlation Between Awareness Level and consumption Pattern of Consumer Goods Among the Rural Consumers. Excel International Journal of Multidisciplinary Management Studies vol.4(3),march,2014 ISSN:2249-8834.
- To Study the Satisfaction Level of Customers Towards the Brand of Consumers Goods- A Study Carried out on Rural Masses. Galaxy International Interdisciplinary Research Journal volume 2(4),April 2014 ISSN:2347-6915.
- Strategic Issues of make in India campaign. International journal of research in commerce, IT and Management vol.5, August,2015 ISSN: 2231-5756
- Online Marketing: Aswot Analysis. The International Journal of Business and Management vol 3(7), July 2015 ISSN: 2321-8916 .
- Estimation of Influential Factors of Perspectives of Job Seekers and Employers in E-Recruitment Process. International Journal of Advance Research in Computer Science and Management Studies, Volume 7(1), 2019. ISSN: 2321-7782. E-ISSN: 2347-1778
- Recent Trends in E-Recruitment in India. International Journal of Advance Research in Computer Science and Management Studies, Volume 7(5), 2019. ISSN: 2321-7782, E-ISSN: 2347-1778.
- The Impact of E-Recruitment towards Attraction of Quality of Applicants. PIMT Journal of Research, Volume 13(1), 2020, 22-24. ISSN 2278-7925.
- Emerging Role of Social Networking Sites (LINKEDIN) in E-Recruitment. Shodh Sanchar Bulletin, Journal of Arts, Humanities and Social Sciences, Volume 10(40), 2020, 8-12. ISSN 2229-3620.
- A Study on the performance of Skill Development Centres in Haryana. International Journal of Science and Management Studies (IJSMS), Volume 4(6), 2021. ISSN: 2581-5946.
- Board of Directors and Performance of Banks: A Bibliometric Analysis. Journal of the Asiatic Society of Mumbai, Volume-XCV, Issue-33, 2022, UGC CARE Group I
- Do consumers buy consciously? Involvement and level of Impulsivity in their buying behaviour. Econophysics, Sociophysics and Multidisciplinary Sciences Volume- 11, Issue-2, 2022, UGC CARE Group I

- Corporate Governance, Bank Performance and Asset Quality. NMIMS Management Review Volume-31, Issue-1, 2023, UGC CARE Group I

### **Chapter in Edited books:**

- A study of Indian derivative market and global derivative market. Financial and Commodities Derivatives: Jan 2013: Pp 104-108: ISBN 9789382391-12-8.
- Commerce Education in India. Commerce Education in India : Evolution, Growth and Challenges: 2013: pp 41-44: ISBN 978-93-81818-18-3.
- Foreign direct investment and emerging opportunities of retail industry in India: A content analysis. Emerging Issues in Commerce 2015 Pp 449-458 ISBN 978-9380633-37-4.
- Gender equality and women empowerment through entrepreneurship. Empowering Women to Lead Change.2016 Pp 377-386 ISBN 978-93-80633-42-8.
- Investment options of Indian Retailing industry: special reference to foreign direct investment. Emerging Issues in Financial Sector in India. March 2016 Pp 263-270 ISBN 978-93-84249-02-1.
- Marketing Practices of Non-Government Organisations. Marketing 5.0: Putting up blocks together. NPA Publishing Company, 2021, 92-96. ISBN: 978-93-90863-14-3
- Viral Marketing. Marketing 5.0: Putting up blocks together.NPA Publishing Company, 2021, 100-105.
- Understanding the Perspectives of Consumers and Retailers towards Impulse buying behaviour. Bharti Publications 2022.
- Immediate and Delayed Rewards: Role of Promotional Tactics in the stimulation of Impulse purchases. Academic Publications, 2023.
- A Study on Role and Importance of Self Helps Groups. Gyan Publications, 2023.

### **Conference/Seminars/Workshops**

#### **Conferences and Seminars:**

- Relevance and significance of soft skills in the corporate world. Organised by Institute of Management Studies and Research (IMSAR), MDU, Rohtak, Sept 5, 2020. International webinar
- Strategy for managing personal finance including mutual funds during and after covid-19. organised by Institute of management studies and research (IMSAR), MDU, Rohtak, Sep 30,2020. National Webinar.
- Conference on Natural Products and Human Health: Opportunities and Challenges in Present Scenario on 9-10th, April, 2020. National Conference.
- Electric Vehicle and the smart grids: A renewable energy source A Multi-Disciplinary National Seminar on Contemporary Advancement in Science and Technology sponsored by Department of

Higher Education Panchkula (Haryana) organised by Department of Science, Govt. College for Women Guruwara, Rewari January 21, 2023, National Conference.

- Issues and Challenges of Women Empowerments India: A theoretical Study A Multi-Disciplinary National Seminar on Women Empowerment sponsored by Directorate of Higher Education, organised by the Department of Geography, Political Science and History Government College, Barota (Gohana). February 4, 2023, National Conference.
- A step forward to Sustainability: Water Management An International Seminar on an Interdisciplinary theme Water Management and Sustainable Development: Issues and Challenges- A geographical perspective sponsored by Directorate of Higher Education Panchkula (Haryana) organised by Department of Geography, Govt. P.G. College Sidhrawali, Gurugram February 14, 2023, International Conference.
- A review paper on work performance and its dimension One Day National Seminar on Paradigm shift in Business and Finance organised by Govt. College Sampla, Rohtak under the aegis of Department of Higher Education, Haryana February 16, 2023, National Conference.
- A paradigm shift from Marketing to Digital Marketing National Seminar on Changing dimensions of law and society in Amrit kaal organised by Faculty of Law, MDU Rohtak March 2, 2023, National Conference.
- Cybercrime and Cybersecurity in India A Multidisciplinary national Seminar on Powerful weapon to prevent cyber crime: Public Awareness sponsored by Directorate of Higher Education Panchkula (Haryana) organised by Vaish College Bhiwani March 5, 2023, National Conference.
- Impact of Russian-Ukraine war on Indian Economy with special reference to Crude oil supply An International Seminar on empowering consumers for sustainable consumption organised by MDU Centre for Professional and allied studies Gurugram March 15, 2023, International Conference.
- Issues and Challenges of Corporate Social Responsibility for Indian Firms An Interdisciplinary national Seminar on Development @75: Social, Economic and Cultural Changes sponsored by Directorate of Higher Education Haryana organised by Department of Geography, Economics and History March 16, 2023, National Conference.
- Women's Empowerment in India, from Ancient period to Modern time period A Multidisciplinary International Seminar on Evaluation of Cleanliness, Health, Literacy and Self- reliance at International level sponsored by Directorate of Higher Education Panchkula (Haryana) organised by Vaish College Bhiwani March 28, 2023, International Conference.

#### **Workshops Attended:**

- Online national workshop on Meta analysis" organised by Institute of management studies and research (IMSAR), MDU, Rohtak on 29-30 April 2021

- National workshop on “writing research proposal” organised by Institute of management studies and research (IMSAR), MDU, Rohtak on 30 April 2021The skill development and entrepreneurship National Conference Emerging Trends in Engineering, Science and Management-2022 sponsored by AICTE organised by University Institute of Engineering and Technology, MDU Rohtak November, 26 & 27, 2022, National Conference.
- One week Workshop on “E- Content and Website Development” organised by Bhagat Phool Singh Mahila Vishvavidyalaya
- One Day workshop on NAAC Documentation for UTDs held on Nov 14, 2022.
- Workshop of Curriculum Development on “Scheme of Examination and Syllabi of BBA programme based on NEP-2020”on May 5, 2023.

**Faculty Development Programmes Attended:**

- One week FDP on “Research Methodology and Data Analysis” Organised by Development Centre, MDU, Rohtak.

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