

## Curriculum VITAE

### **Dr. Seema Singh**

Associate Professor

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### **Professional Goal:**

*To put together all promising efforts to step forward in leading frontiers of Business Management, Marketing and International Business Area in particular.*

### **Academic Qualification:**

#### **Year 2005:**

**Ph.D.** (International Business) completed from Maharshi Dayanand University, Rohtak on topic entitled “An Analytical Study of Emerging Trends of International Trade In Floricultural Products: Challenges and Opportunities for India”.

#### **Year 2003:**

MCA 3-Year Program from M.D. University, Rohtak, and got Distinction.

#### **Year 2001:**

MBA 5 –Year Integrated Program from Institute of Management Studies and Research (IMSAR) M.D. University, Rohtak and awarded Gold Medal

### **Areas of Academic Interest:**

International Business, Entrepreneurship, Women Development and Marketing.

### **Total Experience at a Glance:**

More than 22 years

### **Teaching and Research:**

- Asstt. Prof: From 03-05-2010 to till date at IMSAR, M.D. University, Rohtak.
- Asstt. Prof: From 11-08-2008 to 03-05-2010 at B.P.S. Women University, Khanpur Kalan.
- Asstt. Prof: From 20-7-2006 to 11-8-2008 at Dept. Of Business Economics, M. D. University, Rohtak.
- Asstt. Prof: From 28-10-2005 to 10-8-2005 at M.B.A (B.E), M.D. University, Rohtak.
- Asstt. Prof.: From 09-11-2004 to 30-06-2005, University College, M. D. University, Rohtak

- University Research Scholar: From 26-4-2002 to 8-11-2004, Dept. Of Commerce, M.D. University, Rohtak
- Asstt Prof. From 01-07-2001 to 25-04-2002, AIJHM College, Rohtak.

## **Research Supervision at Ph.D. Level:**

### **Ph.D. Guided:**

So far, five (5) PhD thesis have already been completed under my supervision and the PhD research work of five (5) more scholars is in- progress. The brief profile of research supervision till date is given hereunder:

1. “Asset Liability Management of Urban Cooperative Banks in Haryana” completed by Renu Gupta in 2013.
2. “Consumers’ Perception of E-Advertising” completed by Sarika Ahluwalia in 2017.
3. “Measuring the Impact of Capital Structure and Ownership Pattern on Corporate Performance: A Study of Cement Industry” by Manju Devi completed in 2021.
4. “Challenges and Prospects of Women Entrepreneurship in Haryana” by Ritu completed in 2021.
5. “Factors and Hurdles of Green Buying Behaviour among Rural Consumers” by Srishti completed in 2022.
6. “Influence of Advertising Appeals and Celebrity Endorsement on Consumer Attitude and Purchase Intentions” by Deepa Ahuja.....in-progress.
7. “Consumer Perception towards Online Travel Services: An Empirical Investigation” by Prince.....in-progress.
8. “Facilitators and Barriers towards Adoption of Smart Home Devices by Neha Aggarwal..... in-progress.
9. “Modelling the Relationship among Service Quality, Consumer Satisfaction and Continuance Intention toward Chatbot Service in E-Commerce” by Devika Dabas.....in-progress.
10. “Influence on Digital Advertisement on Consumer Buying Behaviour: A Study of Branded Jewellery” by Sunita Yadav.....in-progress.

### **Research Project:**

- Ongoing “Economic and Cultural Transformation of Saharia Tribes through Tourism in Rajasthan: A case study of Sitabari Fair” under ICSSR Major Research Projects.
- Completed “Understanding the Impact of Advertising Appeals and Celebrity Endorsements on Consumer Attitude and Purchase Intentions” under the aegis of Dr. Radhakrishnan Foundation Fund by DSW, M.D. University, Rohtak.
- Completed “Environment Related Awareness Knowledge and Practices among Teachers” under the aegis of Dr. Radhakrishnan Foundation Fund by DSW, M.D. University, Rohtak.
- Completed “Impact of Emotional Marketing on Consumer Buying Decisions” under the aegis

of Dr. Radhakrishnan Foundation Fund by DSW, M.D. University, Rohtak.

### **Master level Research projects- Guided more than 150 research projects.**

#### **Professional Development Related Activities & Member of Administrative Assignment**

- Life Time Member of Indian Commerce Association.
- Member of PGBOS, IMSAR, M.D.U.
- Member of UGBOS, IMSAR, M.D.U.
- Member of Academic Council, IMSAR, M.D.U.
- Member of Counselling Committee, IMSAR, M.D.U.
- Member of Anti-Ragging/Grievances Committee, IMSAR, M.D.U.
- Member of Admission Committee 2-Year MBA Program, IMSAR, M.D.U.
- Member of Affiliated College Inspection Committee, M.D.U.
- Member of Annual Quality Assurance Report, IMSAR, M.D.U.
- Member of Sexual Harassment Committee, IMSAR, M.D.U.
- Member of Induction Program Committee, IMSAR, M.D.U.
- Member of Alumni Organizing Committee, IMSAR, M.D.U.
- Convenor of IQAC and NIRF, IMSAR, M.D.U.

#### **Research Papers Published (In Journals) Latest Onward...**

1. **Seema Singh** and Sarika Ahluwalia “Consumers’ demographics as predictors of their perception of online advertising: are they still relevant in the e-landscape?, published in Global Business Review Vol 24 (3), Pg no. 417-432, June 2023.
2. **Seema Singh** and Srishti “Factors Influencing Purchase Intention of Rural Consumers for Green FMCG Products”, published in The IUP Journal of Marketing Management Vol 22 (2), Pg no. 119-135, May 2023.
3. **Seema Singh**, Ravindra Singh, Ajay Dwivedi, Shikha Gupta, and Sumanjeet Singh “Elucidating the moderating role of personality traits in probing the linkage between digital entrepreneurship characteristics and perceived opportunities” published in Journal of Global Entrepreneurship Research Vol 12(1), Pg no. 175-188, Aug 2022.
4. **Seema Singh** and Deepa Ahuja “The Changing Landscape of Advertising: Appeals and Endorsements”, published in Pacific Business Review Vol 14 (10), Pg. no. 105-112, April 2022.
5. **Seema Singh** and Sarika Ahluwalia “E-advertising: a conceptual framework of opportunities offered, and challenges posed to the consumers”, published in International Journal of Business Excellence Vol 26(1) Pg no 1-19, March 2022.
6. **Seema Singh** and Sarika Ahluwalia “Unboxing the Black Box: Demystifying the Impact of Consumers’ Psychological Motivations on Their Perception of Online Advertising” published in Vision Pg. no. 1-12, Sep. 2021.
7. **Seema Singh** and Ritu “A Bibliometric Analysis Study of Women Entrepreneurship Literature from 1984-2021” published in SAMBODHI Vol 44(1) Pg no. 108-112, Jan- March 2021.

8. **Seema Singh** and Ritu “Challenges faced by women entrepreneurs: Role of ownership” published in International Journal of Research in Management Vol 3(1) Pg no. 1-8, Feb. 2021.
9. **Seema Singh** and Manju Devi “A study on the Relationship between Capital Structure and Financial Performance of BSE listed cement companies in India” published in PIMT Journal of Research Vol 7(27) Pg no 149-158, July- Sep. 2020.
10. **Seema Singh** and Manju Devi “Impact of ownership pattern on Financial Performance: A study of BSE listed companies of Indian cement industry” published in SHODH SARITA Vol 13(1) Pg no. 87-94, Oct-Dec. 2020.
11. **Seema Singh** and LN Dahiya “Why Does Happiness Elude India?” published in UNIVERSITY NEWS Vol 58(31) Pg no 2-9, Aug 2020.
12. **Seema Singh** and Sarika Ahluwalia “Do Actions Speak? A Behavioural Analysis of Consumers' Perception Of E-Advertising”, published in Foundation for Organisational Research and Education Vol 37(4) Pg No. 49-58, Jan 2020.
13. LN Dahiya and **Seema Singh** “The Evolution of Happiness Index: An Overview”, published in University News Vol 57(24) Pg 3-8, June 2019.
14. **Seema Singh** and Sarika Ahluwalia “Comparing Perception of Different E- Advertising Formats”, published in ‘Indian Journal of Marketing’ Vol 47 (9) Pg no. 49-65 Sep 2017.
15. **Seema Singh** and Sarika Ahluwalia “Opportunities and Challenges of E- Advertising: The Consumers’ Perspective”, published in International Journal of Research in Commerce, IT and Management Vol 7(8) Pg 63-71, Aug 2017.
16. **Seema Singh** “Environment Awareness, Knowledge and practices can sustain it: A Teacher Perspective”, published in ‘Indian Journal of Applied research Vol 7 (1) Pg 53-5, Jan 2017.
17. **Seema Singh** and Sarika Ahluwalia “Consumers’ Perception towards E-Advertising: A Study beyond Demographics” ‘Journal of Global Information and Business Strategy’ Vol 8(1), Pg no. 23-29 Jan-Dec 2016.
18. **Seema Singh** and Seema Devi “The Beti Issues: Declining Child Sex Ratio in Haryana”, published in ‘Journal of People and Society of Haryana Vol 1 (2) Pg 15-26, Oct 2016.
19. **Seema Singh** “TQM: A Hinge for Small Business Success”, published in ‘KAIM Journal of Management and Research Vol. 8(2) and 9(1) Pg 64-67, Nov 2015- Oct 2016
20. **Seema Singh** “Global Warming Trajectory and Rising Anthropogenic Carbon Emission and Stock”, published in ‘KAIM Journal of Management and Research, Vol 8 (1) Pg no. 25-29, May-Oct. 2015.
21. **Seema Singh** and Kusum “Empowering Minorities through Entrepreneurship”, published in ‘KAIM Journal of Management and Research, Vol 5 (1), Pg no. 1-4 May-Oct 2012.

22. **Seema Singh** “Environmental Concerns and Role of Media in Environment Management: A Few Possibilities”, published in ‘Management Dynamics Vol: 12(2) Pg no. 71-80, Jan 2012.
23. **Seema Singh** “Global Recession and India’s Turnaround”, published in ‘Bi- Annual Refereed journal of Haryana school of business’ Vol 3 (1) Jan- June, 2012.
24. **Seema Singh** “Carbon Tax- An Economic instrument to combat Global Warming”, published in KAIM Journal of Management and Research, Vol 2 (1) May-Oct 2009.
25. **Seema Singh** “Women Entrepreneurship: Motivation, Barriers and Remedial Measures in Indian Context”, published in KAIM Journal of Management and Research, Vol 1(1) May-Oct 2008.

### **Research Publications (In Books):**

1. **Seema Singh**, Prince, and Devika Dabas “Push and Pull Determinants of Online Travel Agencies Services” published in Contemporary Issues in Innovations, Entrepreneurship and Business Management Pg no. 376-387, 2023.
2. **Seema Singh**, Deepa Ahuja, and Prince “An Extensive Review of the Advertising Appeals and their Impact on Consumer Behaviour” published in FLORILEGIUM Management Theory, Research and Practices Pg no. 304-313, 2023.
3. **Seema Singh** and Prince “Contactless Practices Followed by Hotels during Covid-19 Pandemic – An Empirical Investigation of Consumer Behaviour towards Hotel Services” published in Quintessential Reflections Management Theory, Research and Practices 409-423, 2022.
4. **Seema Singh** and Deepa Ahuja “Employability Skills of Youth: India's Position and Enhancement Schemes” published in Envisioning Learner - Centric Education through CBCS Pg no. 8-18, first edition 2022.
5. **Seema Singh** and Prince “Consumers’ Perception towards Online Travel Agencies: A study with reference to available literature” published in Research in Business Management Theoretical Framework and Empirical Evidences Pg 285-294, 2021.
6. **Seema Singh** and Deepa Ahuja “Understanding emotional shopping: Some reflections and dynamics” published in book “Collectanea” Pg. 360-371, first edition 2020.
7. **Seema Singh** and Seema Devi “The Twin Deficit in India: An Econometric Analysis” published in book ‘Assemblage’ Pg 437-440, first edition 2018.
8. **Seema Singh** and Jagdeep Singla “Health Tourism in India: Key Issues, Challenges and Future Prospects” published in book ‘Innovative Practices in Management and Education’ Pg 8-23, first edition 2017.
9. **Seema Singh** “FDI in Retailing: Opportunities and Challenges for India” published in book ‘Emerging Issues in Financial Sector in India Pg 209-215, 2016.
10. **Seema Singh** “Trend of FDI Inflows in India” published in book ‘Emerging Issues in Financial Sector in India Pg 271- 274, 2016.

11. **Seema Singh**, Sarika Ahluwalia, and Monika “Currency Derivatives for Hedging in India” published in books ‘Financial and Commodities Pg 221-228, first edition 2013.
12. **Seema Singh** and Pooja Vyas “Credit Derivatives and Stability of Financial Market” published in books ‘Financial and Commodities Pg 184-194, first edition 2013.
13. **Seema Singh** “Environment Perspective in usage of Newspaper and Shifting to E-Newspaper”, Published in book ‘Business Management, Pg 640-645, first edition 2012.
14. **Seema Singh** and Sarika Ahluwalia “Parents Perception towards Ethical Aspects of Television: Advertising to Children “published in book ‘Business Management, Pg 581- 587, first edition 2012.
15. **Seema Singh** “Managing the Environment – A Gender Perspective” published in books ‘Women and Development, Pg 31-38, first edition 2012.
16. L.N. Dahiya, Sumanjeet and **Seema Singh** “WTO and Trade related Intellectual Property Rights: Some issues of Concern for India, Reforms, Rural Development and the Human face, Perspectives, Perceptios, prescriptions” published in book ‘Deep and Deep Publications pvt. Ltd’ Pg no 225 to 243 2006.

### **Orientation Program:**

1. Participated in the one-day workshop on “Curriculum and Credit Framework for Undergraduate Programs” organized by Faculty Development Centre & Internal Quality Assurance Cell, Rohtak, Haryana, on 25<sup>th</sup> March. 2023.
2. Attended and presented paper entitled “Post COVID 19 Strategies: As Stronger a Resilient Tomorrow Building Resilience in Future Education: Role of NEP and Higher Education Institutions (HEIS)” in National Seminar held at Faculty Development Centre, M. D. U., Rohtak, Nov 25-26<sup>th</sup>, 2021.
3. Participated in Six Day Faculty Development Program on “MOOCs and E- learning Technologies” from organised by Faculty Development Centre, Maharshi Dayanand University, Rohtak, Haryana April 10-15, 2020.
4. Participated in Two Day National Seminar cum Orientation Program “Employability Skills of Youth Indian’s Position and Enhancement Scheme” organized by Faculty Development Centre, Maharshi Dayanand University, Rohtak, Haryana Aug 30-31, 2019.
5. Participated in Seven Day Faculty Development Program on “Soft Skills and Creative Academic Writing” (Interdisciplinary), organised by Faculty Development Centre, Maharshi Dayanand University, Rohtak, Haryana July 29, 2019 to August 04, 2019.
6. Participated in Refresher Program 21days (25<sup>th</sup> May to 14<sup>th</sup> June 2011) organised by UGC-ASC GJU, Hisar.
7. Participated in Orientation Program 29 days (23<sup>rd</sup> Oct. to 21<sup>st</sup> Nov. 2009) organised by UGC-ASC BPSMV, Khanpur Kalan.
8. Participated in Faculty Development Programme on “Pedagogy in Management”, held under the aegis of Faculty of Management Sciences, MDU, Rohtak 13<sup>th</sup> to 15<sup>th</sup> July, 2007.

### **Chairperson/ Co-Chairperson:**

1. Participated as Chairperson in National Seminar on “Achieving Sustainability @75; India’s March Towards Becoming a Developed Nation by 2047” organized by Department of Commerce, MDU Rohtak, Haryana October 11-12, 2023.
2. Participated as Chairperson in National Conference on “Contemporary Issues in Innovations Entrepreneurship and Business Management” organized by IMSAR, MDU Rohtak, Haryana February 17-18, 2023.
3. Participated as Co-Chairperson in International Seminar on “Psycho-Social- Economic Change: Agencies and Pathways to Atmanirbhar Bharat” organized by CRSISEC, MDU Rohtak, Haryana January 16-18, 2023.
4. Participated as Chairperson in National Conference on “Emerging Trends in Engineering, Science and Management” organized by UIET, MDU Rohtak, Haryana November 26 & 27, 2022.
5. Participated as Co-Chairperson in International Conference on “Sustainable Development: Innovations and Challenges” organized by MDU- CPAS Gurugram June 04, 2022.
6. Participated as Chairperson in National Seminar on “Women Entrepreneurship and Start-Ups: A Gateway to Self- Reliant India” organized by Department of Management Studies Bhagat Phool Singh Mahila Vishwavidyalaya Khanpur Kalan, Sonipat March 8, 2022.
7. Participated as Chairperson in HSB 13<sup>th</sup> Annual National Conference on “Business Management” organized by HSB, GJUST, Hisar February 11-12 2021.
8. Participated as Chairperson in National Seminar on “Governance in E- Commerce: Contemporary Issues & Challenges” organized by Department of Commerce, MDU Rohtak, Haryana 27<sup>th</sup> to 29<sup>th</sup> March, 2018.
9. Participated as Chairperson in National Conference on “Changing Dimensions of Business Management and Corporate Social Responsibility in Globalised Era” organized by IMSAR, MDU Rohtak, Haryana 26 September, 2017.
10. Participated as Chairperson in International Conference on “Role of Digitalization in Sustainable Development: A Global Perspective” organized by Department of Education, MDU Rohtak, Haryana 16-17 September, 2017.
11. Participated as chairperson in the National conference on Digital India: Prospects and Challenges organized by IMSAR, MDU Rohtak Haryana 28 march, 2017.
12. Participated as chairperson in the International Conference on “Startup India recipe for inclusive entrepreneurship and innovation: issues and challenges” organized by IMSAR, MDU, Rohtak, Haryana 2-3 march, 2017.
13. Participated as chairperson in National Seminar on “Emerging issues in financial sector in India” organized by Dep. of Commerce in Kanya Mahavidyalaya, Kharkhoda. 15<sup>th</sup> march, 2016.
14. Participated as Co- Chaired in the National Seminar on” Emerging issues in commerce”

organized by dep of commerce in kanya Mahavidyalaya Kharkhoda, February 21, 2015.

### **Coordinator:**

1. Coordinator in organising “Reception Committee Rang Bahar” organised by MDU Rohtak, Haryana February 18, 2023.
2. Coordinator in “One Week Workshop on Business Research Methodology” organised by Faculty of Management Sciences and Commerce and CRISEC MDU Rohtak, Haryana June 13-17, 2022.
3. Coordinator in Organising “Business Idea Generation Competition”, organised by IMSAR MDU Rohtak, Haryana September 13-15 2021.
4. Coordinator in Organising “National PowerPoint Presentation Competition”, organised by IMSAR MDU Rohtak, Haryana July 5-7 2021.
5. Coordinator in organising “Floral Rangoli Contest Rang Bahar” organised by MDU Rohtak, Haryana March 19, 2021.
6. Coordinator in organising “Reception Committee Rang Bahar” organised by MDU Rohtak, Haryana, March 19, 2021.
7. Coordinator in organising “Decoration Committee Rang Bahar” organised by MDU Rohtak, Haryana March 19, 2021 MDU Rohtak. Coordinator in Organising One Day Webinar “Strategy for Managing Personal Finance including Mutual Funds during and after COVID-19” Organised by IMSAR MDU Rohtak, Haryana in collaboration with AMFI & SEBI September 30, 2020.
8. Coordinator in Organising “e-Alumni Interaction Programme” organised by IMSAR, MDU Rohtak, Haryana June 07, 2020.
9. Co-ordinator in “Seven Day Online Workshop on Research Methodology” Organised by Faculty of Management Sciences and Commerce MDU Rohtak, Haryana May 18-24, 2020.
10. Coordinator in “Two days” Workshop” Feb 14-15, 2020.
11. Coordinator of “Special Lecture” organised by DSW, MDU Rohtak, Haryana Dec 5, 2019
12. Coordinator in “Extension Lecture” Nov 29, 2019.
13. Coordinator in “Two Days National Workshop” organised by IMSAR, MDU Rohtak, Haryana Nov 1-2, 2019.
14. Coordinator in “Program” organised by DSW, MDU Rohtak, Haryana Oct 10, 2019.
15. Coordinator in “Three Days Workshop” organised by IMSAR, MDU Rohtak, Haryana Oct 4-6, 2019.
16. Coordinator in “One Day Workshop” May 09, 2019.



17. Coordinator in One Day Workshop “International Business group” May 09, 2019.
18. Coordinator in (Session 1 Day 3) Three Days Workshop on “Entrepreneurship Awareness program” September 19-21, 2018
19. Coordinator in “Organising Teacher’s Day” September 5, 2018.

### **Invited Speaker/ Resource Person:**

- Two extension lectures on the topic “Career Opportunities after Under Graduation” & “Personality Development” organized by Women Studies and Development Cell November 4, 2022.
- Invited as a speaker on “Disaster Management”, organised by NSS, MDU Rohtak, Haryana March 1<sup>st</sup> 2017.
- Resource Person on One Day Workshop “Personality Development & Interview Skills” organized by Sh. L.N. Hindu College, Rohtak May 22<sup>nd</sup> 2019.

### **International Conferences/Seminars (latest onward...)**

1. Attended and presented paper entitled “Chatbot Techno-Enabled Services: A New Way to Communicate with Customers” in International Seminar held at Department of Business Administration, Assam University, Silchar, Sep 14-16 2023.
2. Attended and presented paper entitled “Celebrity Endorsement in Advertising: A Statistical Analysis and Endorers Know- How Regulations in India” in International Conference held at Geeta University, Panipat Delhi, April 7-8 2023.
3. Attended and presented paper entitled “Factors Affecting Consumers Towards Online Travel Booking” in International Seminar held at M. D. U. CPAS, Gurugram, Mar 15<sup>th</sup> 2023.
4. Attended and presented paper entitled “Shaping and Managing the Environment- A Gender Perspective” in International Seminar held at Chaudhary Ranbir Singh Institute of Social and Economic Change, MDU, Rohtak, Jan 16-18<sup>th</sup> 2023.
5. Attended and presented paper entitled “Sustainable Packaging in context of E-Commerce: - Opportunities and Challenges” in International Seminar held at Department of Business and Administration, Assam University, Silchar, India, Sept 27<sup>th</sup>, 2022.
6. Attended and presented paper entitled “Why does India Ranks so Low in Happiness Index” in International Conference held at School of Education, Centre of Liberal Arts and IQAC, Apeejay Satya University, Gurugram, Aug 6<sup>th</sup> 2022.
7. Attended and presented paper entitled “The Changing Landscape of Education in the Changing Environment” in International Conference organized jointly by Lal Bahadur Shastri Sr. College, Partur dist. Jalna, India, Arts, Commerce & Science College, Sonai, Ahmednagar and Yuvaraja’s College Mysuru, Karnataka, July 14 -15<sup>th</sup>, 2022.
8. Attended and participated in International Conference held at RKSD (PG) College, Kaithal in collaboration with Maharshi Valmiki Sanskrit University, Kaithal and Haryana College

Teachers Association, Nov 12-14<sup>th</sup> 2021.

9. Attended and presented paper entitled “Intellectual Property Rights in Small Business” in International Seminar held at Kanya Mahavidyalaya Kharkhoda, Sonipat, Mar 7<sup>th</sup> 2019.
10. Attended and presented paper entitled “Barriers to Entrepreneurs Starting Start-Ups: An Exploratory Study” in International Conference held at Indira Gandhi University, Meerpur, Rewari, Feb 21-22<sup>nd</sup> 2019.
11. Attended and presented paper entitled “Global warming, climate change and sustainability” in International Seminar held at department of environment science, M.D.U., Rohtak, Feb 21<sup>st</sup> 2019.
12. Attended and presented paper entitled “Global Warming: Causes, Impact and Action Plan” in International Conference held at Vaish Arya Kanya Mahavidyalaya, Bahadurgarh, Haryana, Feb 9<sup>th</sup> 2019.
13. Attended and presented paper entitled “Entrepreneurship in Food Industry”, in ‘International Seminar’ held at Institute of Hotel and Tourism Management MDU, Rohtak, Dec 11<sup>th</sup>, 2017.
14. Attended and presented paper entitled “Role of Language in Social Development “, in ‘International Conference’ held at C.M.K National Women College Sirsa. Oct 27<sup>th</sup>, 2017.
15. Attended and presented paper entitled “Digital Education in India: Scope and Challenges for Indian Society” in ‘International Conference’ held at Dept. Of Education MDU, Rohtak. Sept 16-17, 2017.
16. Attended and presented paper entitled “Social Entrepreneurship in India: A Way to Bring Social Change”, in International Conference’ held at IMSAR, MDU, Rohtak, March 2 -3<sup>rd</sup>, 2017.
17. Attended and presented paper entitled “Divers & Barriers of Women Entrepreneurs in India” in ‘International Conference’ held at IMSAR MDU, Rohtak, and March 02 -03<sup>rd</sup>, 2017.
18. Attended and presented paper entitled “Women Entrepreneurship and Economy of India” in ‘International Conference’ held at IMSAR MDU, Rohtak, and March 02 -03<sup>rd</sup>, 2017.
19. Attended and presented paper entitled “Impact of Psychographic Factors: Consumer’s Perception of E-Advertising”, in ‘International Conference’ held at GIBS, Delhi, Dec.16-17<sup>th</sup>, 2016.

### **National Conferences/Seminars (latest onward...)**

1. Attended and Participated paper entitled “A Retrospective Analysis of Online Travel Agencies and Consumer Behaviour” held at Department of Commerce, M.D.U., Rohtak Oct. 11-12, 2023.

2. Attended and presented paper entitled “Transforming Indian Education System: Post COVID 19 Era” in National Seminar held at Nirankari Baba Gurbachan Singh Memorial College, Sohna, Gurugram, April 13, 2023.
3. Attended and presented paper entitled “Online Travel Booking in Digital Era- Opportunities and Challenges” in National Seminar held at Gandhi Memorial National College, Ambala Cantt, Mar 28<sup>th</sup> 2023.
4. Attended and presented paper entitled “Role of Women’s Empowerment in Sustainable Development” held at Govt. College, Dubaldhan, Jhajjar, Mar 16<sup>th</sup> 2023.
5. Attended and presented paper entitled “Role of Teachers in the Prevention of Cyber Crime” in National Seminar held at Vaish College, Bhiwani, Mar 5<sup>th</sup>, 2023.
6. Attended and presented paper entitled “Emerging Green Packaging Trends in Context of E-Commerce: Opportunities and Challenges” in National Seminar held at Faculty of Law, M.D.U., Rohtak, Mar 2<sup>nd</sup> 2023.
7. Attended and presented paper entitled “Push and Pull Determinants of Online Travel Agencies Services” in National Conference held at IMSAR, M.D.U., Rohtak, Feb 17 - 18<sup>th</sup> 2023.
8. Attended and presented paper entitled “Designing Future: Smart City Initiatives” in national seminar held at Tau Devi Lal Govt. College for Women, Murthal, Sonipat, Jan 31<sup>st</sup>, 2023.
9. Attended and presented paper entitled “Empowering Disable Person with Life Skill Management Program” in National Seminar held at Faculty of Law, M. D. U., Rohtak, Dec 10<sup>th</sup> 2022.
10. Attended and presented paper entitled “How Smart Cities are being Shaped: A Consumer Perspective” held at University Institute of Engineering and Technology, M.D.U., Rohtak, Nov 26-27<sup>th</sup> 2022.
11. Attended and presented paper entitled “Challenges Faced by Women Entrepreneurs in Relation to Ownership” in National Seminar held at Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur Kalan, Sonipat, Mar 8<sup>th</sup> 2022.
12. Attended and presented paper entitled “Contactless Practices Followed by the Hotels During Covid 19 Pandemic- An Empirical Investigation of Consumer Behaviour towards Hotel Services” in National Conference held at Haryana School of Business, GJU, Hissar, Feb 10-11<sup>th</sup>, 2022.
13. Attended and presented paper entitled “Travel and Hospitality in the Era of Covid 19: Changes and Challenges in New Normal” in One Day National E- Conference held at Laxmichand Golwala College of Commerce & Economics, Mumbai, April 9<sup>th</sup> 2022.

14. Attended and presented paper entitled "Changing landscape of advertising: appeals and endorsement" in National Seminar held at Delhi Institutes of Advanced Studies, New Delhi, Nov 27<sup>th</sup> 2021.
15. Attended as delegate in Two Day National Conference held at IMSAR, M.D.U., Rohtak, April 9-10<sup>th</sup> 2021.
16. Attended and presented paper entitled "Consumers' Perception towards Online Travel Agencies: A Study with Reference to available Literature" in National Conference held at Haryana School of Business, GJU, Hissar Feb 11-12<sup>th</sup> 2021.
17. Attended and participated paper entitled "IPR- Patent and Designs Filing Process" in National Webinar held at IMSAR, M.D.U., Oct 9<sup>th</sup> 2021.
18. Attended and presented paper entitled "Understanding the Role of Media in Social Transformation- Some Reflections" in National Conference held at M.D.U., Rohtak in collaboration with Haryana Union of Working Journalists, Jan 18-19<sup>th</sup> 2020.
19. Attended and presented paper entitled "impact of digitalisation on Indian economy" in National Conference held at IMSAR, M.D.U., Rohtak, Mar 26<sup>th</sup> 2019.
20. Attended and presented paper entitled "An Understanding of Regulatory Mechanism Against Advertising Complaints held by ASCI via case Examples" in National Conference held at IMSAR, M.D.U., Rohtak, Mar 26<sup>th</sup> 2019.
21. Attended and presented paper entitled "Waste Management: Its Disposal, Recycling and Composting" in National Conference organised by Environment Sustainability Management Cell, M.D.U., Rohtak, Feb 15-16<sup>th</sup> 2019.
22. Attended and presented paper entitled "Status of Women Entrepreneurs in India" in National Seminar held at IHTM, M.D.U., Rohtak, Nov 17<sup>th</sup> 2018.
23. Attended and presented paper entitled "Indian Advertising Scenario- An Analysis with Reference to Indian Regulatory Mechanism" in National Conference held at Maharaja Agrasen Institute of Technology, New Delhi, Nov 3<sup>rd</sup> 2018.
24. Attended and presented paper entitled "Importance of ICT in Higher Education" in National Seminar held at C.R College of Education, Rohtak, Oct 14<sup>th</sup> 2018.
25. Attended and presented paper entitled "Concepts & Evaluation of Intellectual Property Rights in India" in National Seminar held at M.D.U. CPAS, Oct 9<sup>th</sup> 2018.
26. Attended and presented paper entitled "IPR in India: Innovation and Competitiveness in the Indian Context" in National Seminar held at Dept. of Education, MDU, Rohtak, June 24<sup>th</sup>, 2018.
27. Attended and presented paper entitled "E-Commerce Adoption by Women Entrepreneur in India" in National Seminar held at Dept. of Commerce, MDU, Rohtak, March 27<sup>th</sup> -29<sup>th</sup> 2018.

28. Attended and presented paper entitled “Impact of Goods and Service Tax on Various Sector”, in National Conference’ held at S.D College Panipat, 22-23 march, 2018.
29. Attended and presented paper entitled “Role of Consumer Psychographic in their Perception of Digital Advertising” in National Seminar held at Dayal Singh College, Karnal, Feb 27<sup>th</sup> 2018.
30. Attended and presented paper entitled “A Conceptual Study on Government Scheme for Women Entrepreneurs”, in National Seminar ‘held at Chhotu Ram Arya College Sonipat, Feb 23<sup>th</sup>, 2018.
31. Attended and presented paper entitled “Impact of Corporate Governance Practices on Firm Profitability: A Study of Selected Industries in India “, in National Seminar’ held at Faculty of law, MDU, Rohtak, Feb. 18<sup>th</sup> 2018.
32. Attended and presented paper entitled “The Twin Deficit in India: An Econometric Analysis” in ‘National Conference’ held at HSB, GJU Hisar. Feb 8-9<sup>th</sup>, 2018.
33. Attended and presented paper entitled “Impact of Climate Change on Food Security of India”, in National Seminar’ held at Dep of Biotechnology, MDU, and Rohtak. Jan 25<sup>th</sup> 2018.
34. Attended and presented paper entitled “Impact of Corporate Social Responsibility of Financial Performance: A Study of Indian Banking Sector”, in ‘National Seminar’ held at Tika Ram Girls College Sonipat, Jan 20<sup>th</sup>, 2018.
35. Attended and presented paper entitled “Challenges of Online Advertising: A Consumers Perspective”, in ‘National Conference’ held at Gitaratan International Business School Delhi, Dec 8-9<sup>th</sup>, 2017.
36. Attended and presented paper entitled “ICT in Indian Universities and Colleges: Opportunities and Challenges”, in ‘National Seminar’ held at CR College of Education. Nov 18-19<sup>th</sup>, 2017.
37. Attended and presented paper entitled “Role of Language in Social Development “, in ‘National Conference’ held at C.M.K National Women College Sirsa. Oct 27<sup>th</sup>, 2017.
38. Attended and presented paper entitled “Women Empowerment: A Contribution of Swami Dayanand” in ‘National Seminar’ held at Fateh Chand College for Women, Hisar. Oct 13<sup>th</sup>, 2017.
39. Attended and presented paper entitled “CSR: Driving Forces and Challenge”, in ‘National Conference’ held at IMSAR MDU, Rohtak. Sept. 26, 2017.
40. Attended and presented paper entitled “Entrepreneurship, Innovation and Economic Growth” in National Conference held at Institute of Management Studies and Research, M.D.U., Rohtak Sept 26<sup>th</sup> 2017.
41. Attended and presented paper entitled “Intra BRICS: Trade Opportunities and Challenges for India”, in ‘National conference’ held at Dept. Of Economics University College, KUK. April 10-11<sup>th</sup>, 2017.

42. Attended and presented paper entitled "Digital India: A New Change in Economy", in 'National Conference' held at Dept. Of Public Administration MDU, Rohtak. March 28<sup>th</sup> 2017.
43. Attended and presented paper entitled "Digital Transformation of India: Issues and Challenges" in 'National Conference' held at IMSAR MDU, Rohtak. March 28<sup>th</sup> 2017.
44. Attended and presented paper entitled "Digital India: Prospects and Challenges" in 'National Conference' held at IMSAR MDU, Rohtak. March 28<sup>th</sup> 2017.
45. Attended and presented paper entitled "Digital India: A New Change in Economy" in ICSSR sponsored Regional Seminar held at Department of public administration, M.D.U., Rohtak, Mar 28<sup>th</sup> 2017.
46. Attended and presented paper entitled "Entrepreneurship, Innovation and Economic Growth" in 'National Conference' held at Dept of Commerce Chhotu Ram Arya College Sonipat, March 25<sup>th</sup>, 2017.
47. Attended and presented paper entitled "Water Conservation and Management", in 'National Conference' held at Dept. Of Botany MDU, Rohtak, March 21, 2017.
48. Attended and presented paper entitled "Mutual Fund in India: A Risk Less Investment Options", in 'National Conference' held at IMSAR MDU, Rohtak, Feb.08<sup>th</sup>, 2017.
49. Attended and presented paper entitled "Financial Inclusion in India and its Challenges", in 'National Conference' held at IMSAR MDU, Rohtak, Feb.08<sup>th</sup>, 2017.
50. Attended and presented paper entitled "Environmental Concern: Assessing the Awareness, Knowledge & Practices among Teachers" in 'National Conference' held at Dept. Of Economics, MDU, Rohtak, Feb.06-07<sup>th</sup>, 2017.
51. Attended and presented paper entitled "Green Marketing: A New Step for Sustainability", in 'National Conference' held at Dept. Of Economics, MDU, Rohtak, Feb, 06-07<sup>th</sup>, 2017.
52. Attended and presented paper entitled "Empowering Women for Equitable & Sustainable Development" in 'National Conference' held at Centre for Haryana Studies, MDU, Rohtak, and Feb, 03<sup>rd</sup>, 2017.
53. Attended and presented paper entitled "Special Economic Zone: An Overview, Challenges and Future in India", in 'National Conference' held at University Institute of Law and Management, Gurgaon MDU Rohtak, April 27<sup>th</sup>, 2016.
54. Attended and presented paper entitled "Growth and Performance of Service Sector in Haryana", in 'National Conference' held at IMSAR MDU Rohtak, March 26<sup>th</sup>, 2016.
55. Attended and presented paper entitled "Role of Economic Reform in Development of Haryana Economy: Issues, Challenges and Prospects", in 'National Conference' held at IMSAR MDU Rohtak, March 26<sup>th</sup>, 2016.
56. Attended and presented paper entitled "Challenges in E- Banking Adoption", in 'National Conference' held at Kanya Mahavidalya Kharkhoda, March 15<sup>th</sup> 2016.

57. Attended and presented paper entitled "Role of Media in Promoting Environment Management" in 'National Conference' held at Dept. of Commerce MDU, Rohtak, Dec. 31<sup>st</sup>- 2<sup>nd</sup> Jan. 2015.
58. Attended and presented paper entitled "Empowering Women to Bring Change and Development" in 'National Conference' held at Kanya Mahavidalya, Kharkhoda, and Dec. 15<sup>th</sup>, 2015.
59. Attended and presented paper entitled "Digital Revolution of Agricultural Sector in India: Challenges and Strategies", in 'National Conference' held at IMSAR MDU, Rohtak, Oct. 17<sup>th</sup>, 2015.
60. Attended and presented paper entitled "Institute Framework for Skill Development Efforts in India", in 'National Conference' held at IMSAR MDU, Rohtak, and April 25<sup>th</sup> 2015.
61. Attended and presented paper entitled "Emerging Opportunities & Challenges of E-Advertising in India" in 'National Conference' held at University School of Management. KUK, March, 21<sup>st</sup> 2015.
62. Attended and presented paper entitled "Revitalization of Commerce Education", in 'National Conference' held at Kanya Mahavidalya, Kharkhoda, and Feb. 21<sup>st</sup>, 2015.
63. Attended and presented paper entitled "Growth and Performance of Service Sector", in National Seminar' held at IMSAR, MDU, Rohtak, March 26<sup>th</sup> 2014.
64. Attended and presented paper entitled "Role of Economic Reform in Development of Haryana Economy: Issues, Challenges and Prospects", in National Seminar' held at IMSAR, MDU, Rohtak, on March 26<sup>th</sup> 2014.
65. Attended and presented paper entitled "Role of WTO and Global Economic System specifically in Indian Perspective" in 'National conference' held at Dept. Of Commerce MDU, Rohtak, March, 24-25<sup>th</sup>, 2014.
66. Attended and presented paper entitled "Consumer Perception of E-advertising", in 'National conference' held at JNU New Delhi, May 25-26<sup>th</sup> 2013.
67. Attended and presented paper entitled "Employee Motivation in Private Banking Sector", in 'National conference' held at R.P. Inderprastha, Institute of Technology Karnal, and May 7-8<sup>th</sup> 2013.
68. Attended and presented paper entitled "Consumers' Perception Towards E-advertising in Haryana" in 'National conference' held at HSB GJU, Hisar, Feb 7-8<sup>th</sup>, 2013.
69. Attended and presented paper entitled "A Conceptual Frame-work of Derivatives in India" in 'National conference' held at IMSAR MDU Rohtak, Dec. 15<sup>th</sup>, 2012.
70. Attended and presented paper entitled "Derivatives Market in India: An Analysis" in 'National conference' held at IMSAR MDU Rohtak, Dec 15<sup>th</sup>, 2012.

71. Attended and presented paper entitled “Energy Conserving Practices of Women- Route to Sustainable Approach” in National Seminar ‘held at dep of economics, MDU, Rohtak, 23-24 Nov, 2012.
72. Attended and presented paper entitled “Environment Education and Sustainable Development “, in ‘National conference’ held at Dept. Of Economics MDU, Rohtak, Nov. 23-24, 2012.
73. Attended and presented paper entitled “Environment Education and Sustainable Development” in ‘National conference’ held at IHTM MDU, Rohtak, and Oct 1<sup>st</sup>, 2012.
74. Attended and presented paper entitled “Investment opportunities of service sector in India” in National Conference held at IMSAR, MDU, Rohtak, April 21<sup>st</sup> 2012.
75. Attended and presented paper entitled “Issues in Investment Management in India” in National Conference held at IMSAR, MDU, Rohtak, April 21<sup>st</sup> 2012.
76. Attended and presented paper entitled “India 2020” in National Workshop cum Seminar held at Tika ram Girls College, Sonipat, Mar 29-31<sup>st</sup>, 2012.
77. Attended and presented paper entitled “IT and Globalization” in National Seminar held at Govt. College for Women, Karnal, Mar 2-3<sup>rd</sup> 2012.
78. Attended and presented paper entitled “Health Tourism in India: Future Prospects” in National Conference held at IHTM, M.D.U., Rohtak, April 9-10<sup>th</sup>, 2011.
79. Attended and presented paper entitled “Importance of commerce education for students” in National Seminar held at Govt PG College, Gohana, Mar 24-25<sup>th</sup> 2011.
80. Attended and presented paper entitled “water for life” in National Seminar held at BPSMV, Khanpur Kalan, Feb 21-23<sup>th</sup> 2011.
81. Attended and presented paper entitled “Case-Based Learning: a tool of skill building for professional students” in National Conference held at IMSAR, MDU, Rohtak, and March 12, 2011.
82. Attended and presented paper entitled “Global Recession: Myths and Reality” in National Seminar held SMJN College, Haridwar, Dec 26-27<sup>th</sup> 2010.
83. Attended and presented paper entitled “Global Recession: Its Impact in Indian Economy” in National Seminar held SMJN College, Haridwar, Dec 26-27<sup>th</sup> 2010.
84. Attended and presented paper entitled “Gender Equality: A Cornerstone of Development” in National Seminar held at M.D.U., Rohtak, Dec 15-16<sup>th</sup> 2010.
85. Attended and presented paper entitled “Sustainable Rural Development in India: Some Major Issues” in National Seminar held at Arya Post Graduate College, Panipat, Nov 19-20<sup>th</sup> 2010.
86. Attended and presented paper entitled “Revitalization of Commerce Education in Haryana Context” in National Conference/ Seminar held at Department of Commerce, M.D.U., Rohtak, Mar 25-26<sup>th</sup> 2010.



87. Attended and presented paper entitled “Importance of Quantitative Techniques In Social Science Research” in National Seminar held at Department Of Commerce, M.D.U., Rohtak, Mar 27-28<sup>th</sup> 2010.
88. Attended and presented paper entitled “Women Workers in New Economy Motivational Factors, Barriers and Remedial Measures in Indian Context” in National Seminar held at Department of Economics, M.D.U., Rohtak, Mar 22-23<sup>rd</sup>, 2010.
89. Attended and presented paper entitled “intellectual property rights in India” in national seminar’ held at S.M.J.N. (P.G.) College, Haridwar, Sep-27-28, 2008.
90. Attended and presented paper entitled “The role of IT in banking sector” in National Seminar held at dep of business management, March 20, 2007.

### **Organizing Member:**

1. Attended and participated as organizing member in Member of the Event Management Committee IMSAR Day Celebrations organized by MDU Rohtak, Haryana October 4, 2022.
2. Attended and participated as organizing member for the Upliftment of Cultural Activities among students during the Zonal/ Inter- Zonal youth Festivals organized by MDU Rohtak, Haryana 2021-2022.
3. Attended and acted as convener of Academic Club, organized by IMSAR, MDU Rohtak, Haryana 2018- 2020.
4. Attended and participated as member of organizing committee 37<sup>th</sup> Interzonal Youth Festival, organized by MDU Rohtak, Haryana November 17-19, 2019.
5. Attended and participated as convener of organizing committee in National Conference, organized by IMSAR, MDU Rohtak, Haryana March 26, 2019.
6. Attended and participated as convener of organizing committee in National Conference, organized by IMSAR, MDU Rohtak, Haryana March 8, 2019.
7. Attended and acted as polling officers in Student’s Election, organized by IMSAR, MDU Rohtak, Haryana Oct 17, 2018.
8. Attended and participated as organizing secretary in National workshop on ‘Time Series Analysis and Forecasting” organized by IMSAR, MDU Rohtak, Haryana July 5, 2018.
9. Attended and participated as organizing secretary in Blood Donation Camp, organized by IMSAR, MDU Rohtak, Haryana March 13, 2018.
10. Attended and participated as convener of committee for preparation of report by NAAC, organized by IMSAR MDU Rohtak, Haryana Nov 29, 2017.
11. Attended and participated as organizing secretary in IMSAR Day 2017.

12. Attended and participated as convener in Hospitality Committee in National Conference, Sep, 26 2017.
13. Acted as teacher in-charge for IMSAR students for a competition organized by women studies centre, organized by MDU Rohtak, Haryana Sept. 15, 2017.
14. Delivered lecture on disaster management in the workshop, organized by NSS Programme Coordinator office of MDU, Rohtak at Swaraj Sadanm 27-2-2017 to 5-3-2017.
15. Participated as organizing in secretary on Nation- Wide Campaign of Rashtriya Ekta Sapth as Organized by IMSAR, MDU Rohtak, Haryana.
16. Attended and participated as convener, stage decoration and management committee in the National Conference on digital India: prospects and challenges, organized by IMSAR, MDU Rohtak, Haryana March 28, 2017.
17. Attended and participated as organizing secretary in the National Conference on “emerging issues in the financial sector in India” organized by IMSAR, MDU Rohtak, Haryana February 8, 2017.
18. Attended and participated as organizing member in the 21<sup>st</sup> National youth festival, held at Rohtak, Haryana 12 to 16 Jan, 2017.
19. Attended and participated as 3 weeks special/ summer school in tourism/ hotel/hospitality/gastronomy/home science/ journalism/ economics/ management/ commerce, organized by UGC - human resource development centre, B.P.S. Mahila Vishwavidyalaya, khanpur kalan (Sonipat) 19-11-2016 to 10-12-2016.
20. Attended and participated as organizing secretary in Two Days Lecture- series on “Career Opportunities and Competencies for Global Job Market” organized by IMSAR, MDU Rohtak, Haryana November 10-11, 2016.
21. Attended and participated as organizing secretary in One day Workshop “Skill Development and Employability”, organized by CCPC, MDU Rohtak, Haryana November 8, 2016.
22. Attended and participated as organizing secretary in One day Workshop “Skill Development and Entrepreneurship” organized by IMSAR, MDU Rohtak, Haryana October 8, 2016.
23. Attended and participated as organizing secretary in One day Workshop “Poster Making on theme Social Issues”, organized by IMSAR, MDU Rohtak, Haryana September 10, 2016.
24. Attended and participated as member of Organizing Committee in National Seminar on “Rural Transformation in India: Challenges, Opportunities and Strategies WTO Program” organized by IMSAR, MDU Rohtak, Haryana Aug 11, 2015- Aug 10, 2016.
25. Participated in the National Seminar on “Mentoring aspiring entrepreneurs for international business” jointly organized by IMSAR, MDU, Rohtak and Indian Institute of Management Rohtak feb.16, 2016.

26. Attended and participated as member of Organizing Committee in National Conference on “Emerging Trends in Management”, organized by IMSAR, MDU Rohtak, Haryana February 28, 2014.
27. Attended and participated as convener of “Dance Committee and Welcome Committee on IMSAR Day organized by IMSAR, MDU Rohtak, Haryana September 27, 2012.
28. Acted as Rapporteur in National Conference “Emerging Issues in Derivatives Market in India” organised by IMSAR, MDU Rohtak, Haryana Aug 2012-2013.
29. Participated in National Seminar on “Haryana in national perspective” organized by Department of economics, MDU Rohtak Haryana 14-15 march, 2012.
30. Participated in Ooo Laa Laaa games by deadly 11 organized by IMSAR, MDU, Rohtak, 3rd March, 2012.
31. Participated in two days HSB 4<sup>TH</sup> Annual National conference on business and management, organized by Haryana School of business, GJU of science & technology, Hisar Feb. 9-10 2012.
32. Participation in National Seminar on “women empowerment in India: truth or still a distance dream” organized by BPSM Girls Degree college (Sonipat) 19 to 20 Jan, 2011.
33. Participated in International Conference on Governance Issues and Corruption organized by Department of Economics, MDU Rohtak, Haryana 29-30 Nov, 2010.
34. Participated in National conference on environmental and health issues: in a changing climatic scenario organized at Dept. of environmental sciences, MDU Rohtak, Haryana 14-15 Oct, 2010.
35. Participated in National Seminar on ‘gender equality and economic development in India’ organized by Dept. of economics, MDU Rohtak, Haryana 22-23 march, 2010.
36. Participated in National Seminar on structural challenges in current scenario in business environment in India organized by Govt. P.G. College, Gohana under the auspices of higher education commissioner Haryana, Panchkula. 8-10 Jan, 2010.
37. Participated in HSB 1<sup>st</sup> Annual national conference on business and management organized by Haryana School of business, GJU, Hisar. 19-21 March 2009.
38. Participated as Speaker/ Discussant/ Delegate in the Seminar on Haryana: “Making Women Empowered” held on in Haryana pavilion of Indian international trade fair, Pragati Maidan, New Delhi 19<sup>th</sup> Nov 2008.
39. Participated in National seminar on “Intellectual property rights in developing countries” organized by S. M. J. N. (P.G.) College, Haridwar Sep-27-28 2008.
40. Participated in faculty development programmed on “pedagogy in management” held under the aegis of faculty of management sciences, MDU Rohtak, Haryana 13<sup>th</sup> to 15<sup>th</sup> July, 2007.
41. Participated in National Seminar on “The changing face of banking industry in India: some strategic issues” organized by Department of Business Management March 20, 2007.

## **Workshop Attended:**

1. Participated in the National Workshop on “NAAC Documentation for UTDs” organized by MDU Rohtak, 14<sup>th</sup> November, 2022.
2. Participated in the National Workshop on “Personality Development and Interview Skills” organized by Sh. L.N. Hindu College, Rohtak, 22 May 2019.
3. Participated in the National Workshop as a resource person on “Skill Development and Entrepreneurship” organized by Centre for Haryana Studies at Village- Bhambhewa, 24 March 2018.
4. Participated in the National Workshop as a resource person on “Skill Development and Entrepreneurship” organized by Centre for Haryana Studies at Village- Kansala, 24 March 2018.
5. Participation in two days’ Workshop as a delegate on “Application of e- techniques/ tools in research” April 19-20, 2012.
6. Participated in two-day Workshop on “Application of SPSS software in Research” organized by institute of hotel & tourism management, MDU, Rohtak April-19-20, 2011.
7. Participated in the National Workshop on “Enhancing Employability Skills: Communication and Personality Development, organized by Dep. Of Commerce, MDU Rohtak, sponsored by Dep. of Higher Education, Haryana 13<sup>th</sup> to 15<sup>th</sup> Nov; 2010.
8. Participated in the Workshop on “Empowering of Women in Higher Education” held at MDU, Rohtak on Sep 24, 2010.
9. Participated in Two-day workshop on ‘Empowerment of women and related issues’ at Apeejay Saraswati P. G. College for girls, Charkhi Dadri 15<sup>th</sup> -16<sup>th</sup> Jan, 2010.
10. Participated in National Workshop on Research Methodology in Management, organized by Department of Business Administration Chaudhary Devi Lal University, Sirsa Dec 12-13, 2009.
11. Participated in National Workshop on methodological issues in business research organized by Haryana school of business GJU of science & technology, Hisar 7-8 march, 2009.
12. Participated in “Sensitivity / Awareness/ Motivation” Workshop organized by Bhagat Phool Singh memorial Girls College, Khanpur Kalan (Sonapat), Sponsored by Capacity Building of Women Managers in Higher Education 8-12 Dec, 2008.
13. Participated in National Workshop on “Intellectual Property Rights and its commercialization Process” organized by Intellectual Property Rights and Technology Commercialization Cell, GJU of science & technology, Hisar on 4<sup>th</sup> Dec 2008.
14. Participated in National Workshop on “Research Methods in Business Management, organized by Haryana school of business, Hisar, sponsored by UGC, New Delhi 26-27 march; 2008.

## Personal Profile At a Glance

1. Name : Dr. Seema Singh
2. Father's Name : Prof. L.N. Dahiya
3. Mother's Name : Smt. Shakuntala
4. Date of Birth : March 15, 1979
5. Nationality : Indian
6. Marital Status : Married
7. Spouse Name : Mr. Nitin Singh
8. Name of Children : Ganga and Harshita
9. Languages Known : English and Hindi
10. Hobbies in Life : Reading, Exploring new things and Gardening
11. Strong Features : Self-Confidence & Communication Skills
12. Permanent Address : House No. 9J/24 M.D. University Campus Near Rose Garden  
Rohtak
13. Office Address : Associate Professor, IMSAR, M.D. University
14. E-mail Address : [dahiyaseema@hotmail.com](mailto:dahiyaseema@hotmail.com),  
[seemasinghimsar@mdurohtak.ac.in](mailto:seemasinghimsar@mdurohtak.ac.in)



Seema Singh