

**DR MEENU SINGLA**

PhD, M.Com, MPhil, MBA, UGC-NET

E-mail: drmeenucommerce@gmail.com**A. Educational Qualification**

Examination	Univ/Board	Year of Passing	Result
B. Com	Punjabi University, Patiala	1999	1st Division
M.Com	Panjab University, Chandigarh	2001	1st Division University Position holder
Ph.D.	IKG Punjab Technical University, Jalandhar	2019	
Additional Qualification			
M. Phil	Periyar University Salem	2009	1st Division
MBA	SMU-Manipal	2012	1st Division

B. Employment Experience

Name and Address of the College/Institution	Date of Joining/ Leaving	Designation	Nature of Job
Mehr Chand Mahajan DAV College for Women	2023- present	Assistant Professor	Teaching and associated activities
Sri Aurobindo College of Commerce and Management, Ludhiana	2013- 2023 2008- 2013	Assistant Professor (UGC Pay Grade)	Teaching and associated activities
SSD Girls College, Bathinda	2001- 2003	Lecturer	Teaching

I (A) Published Papers in Journals

S.N	Title with page no.	Journal	ISSN No.	Whether peer Reviewed, Impact factor, if any
	Human Resource Management Practices and employee retention in the Indian textile industry	International Journal of Productivity and Performance Management, Vol. 73 No. 11, pp. 96-121 Emerald Publishing 2023	ISSN: 1741-0401 eISSN: 1741-0401 https://www.emerald.com/insight/content/doi/10.1108/IJPPM-01-2022-0057/full/html	ABDC, ABA, ESCI Q1 on Scopus, Springer Link Impact factor 3.3 Scopus Cite score 6.7 Impact factor 3.2
	Impact of Human Resource Management Practices on the Job Satisfaction of Employees in the Textile Industry	Nepalese Journal of Management Science and Research Volume VI, Issue I, March 2023 Pp 38-52	ISSN (Print) : 2467-9356 ISSN (Electronic)2795-1545 https://www.nepjol.info/index.php/njmsr/index	A peer reviewed and NEPJOL indexed journal
	Organization Leadership and Culture During Crisis: Lessons and Applications Learned from COVID-19 Pandemic	LBS Journal of Management & Research Vol. 20 No. 1/2, 2022 pp. 73-85 Emerald Publishing	ISSN: 0972-8031 eISSN: 0974-1852 SJIF - 6.512 https://www.emerald.com/insight/content/doi/10.1108/LBSJM-R-08-2022-0047/full/html	Bi-annual peer reviewed journal
	Examining the Relationship between Service Quality and Customer Satisfaction in Telecommunication Sector	ENVISION – International Journal of Commerce and Management VOL-16, 2022 pp 12-19	ISSN: 0973-5976 (Print), 2456-4575 (Online) https://journalsacfa.apeejay.edu/ https://acfa.apeejay.edu/envision-2022	Refereed Journal with International Society Indexing (ISI) Impact factor 1.327

Does Burnout Lead to Impulse Buying Behavior?	Prestige International Journal of Management & IT- Sanchayan 10(2), 1-13 2021	ISSN No. 2277-1689 (Print) ISSN: 2278-8481 (Online)	open-access, double-blind, peer-reviewed journal
HRM Practices and Employee Job Satisfaction- A Connection	Apeejay Journal of Management & Technology Vol.16, No.2, July 2021, 1-16	ISSN: 0974-3294 with SJIF Impact factor SJIF2020=6.292 https://ajmt.apeejay.edu/archive-issues/63-volume-16-no-2	UGC Care List bi-annual blind peer reviewed, refereed https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101051774&flag=Search
“Determining the Role of Service Quality, Trust, and Commitment to Customer Loyalty for Telecom Service Users: A PLS-SEM Approach”	TQM Journal 19 October 2021 Volume 33 Issue 7 Pp 377-396	ISSN: 1754-2731 https://doi.org/10.1108/TQM-04-2021-0108	Emerald Publishing Limited (H Index 67) Q1 on Scopus, ABDC ABS, EBSCO
<i>Econometric Analysis of Covid 19 cases, Deaths and Meteorological Factors in South Asia</i>	Environmental Science and Pollution Research (2021) 28:28518–28534 4 February 2021	ISSN (0944-1344) https://doi.org/10.1007/s11356-021-12613-6 https://rdcu.be/cemSY	Q1 on Scopus, Springer Link Impact factor 3.056
<i>Evolution and Growth of Indian Textile Industry</i> Pp 34-39	Journal of Communication Engineering and Systems volume 8, issue 2, August 2018	23215151	UGC approved Journal No. 46690 Scientific Journal Impact Factor (SJIF): 6.927
<i>Relationship between HRM Practices and Employee Satisfaction: A Study of Textile Industry</i> Pp 6-14	Researchers world: Journal of Art, Science and Commerce, www.researchersworld.com, Vol. –VIII,	2231–4172 Impact factor (IBI): 3.19	UGC Approved Refereed Journal Notification No.F.1-2/2016

		Issue –2(3), April 2017		
	HRM Practices and Retention of Employees <i>Pp 144-150</i> www.indianjournals.com	Asian Journal of Research in Business Economics and Management, Vol. 7, No. 4, April 2017	2249-7307 DOI: 10.5958/2249-7307.2017.00034.2	International Refereed Journal
	Supply Chain Management through Multi Objective Optimisation- A study in Textiles <i>Pp 142-155</i>	ACADEMICIA: An International Multidisciplinary Research Journal Vol.6, Issue-3 (March, 2016)	ISSN: 2249-7137 Impact Factor: SJIF 2013=5.099) www.indianjournals.com	Refereed Quarterly Journal
	Corporate Social Responsibility in India- an effort towards Economic Development <i>Pp 45-50</i>	International Journal of Entrepreneurship and Business Environment Perspectives volume1(1),July-September2012	2279-0918	Refereed Quarterly Journal
	Harnessing Work Family Life Balance Among Teachers of Educational Institutions <i>Pp 170-176</i>	International Journal of Applied Services Marketing Perspectives volume 1 (2) October-December 2012	2279-0977	Refereed Quarterly Journal
	Sandeep Riat- A Born Women Entrepreneur <i>Pp 32-35</i>	<u>International Journal of Management Prudence</u> <u>Volume 4 Issue 2,2012</u>	0975-8496 Sandeep Riat- A Born Women Entrepreneur International Journal of Management Prudence-Volume 4 Issue 2 (publishingindia.com)	Refereed Bi-annual Journal
	Women Entrepreneurship in India- Problems and Prospects <i>Pp 195-207</i>	Zenith International Journal of Multidisciplinary Research Vol.1, Issue 5, September 2011	2231-5780 http://www.zenithresearch.org.in/index.php/past-issues-zijmr.html?start=138	Refereed Journal Ugc journal no.12511 Sjif=6.479

I (B) (i) Articles/ Chapters published in Books

S.N	Title with page no.	Book Title, editor & publisher	ISSN/ISBN No
	MSMEs- the Growth Engine of India to achieve Sustainable Development Goals and Self Reliance	Role of Micro, Small and Medium Enterprises in Achieving SDGs. Palgrave macmillan springernature	DOI : 10.1007/978-981-99-4829-1 ISBN: 978-981-99-4828-4 2023 Pp 73-88
	Assessment of Job Satisfaction of Employees in Textile Industry pp 120-124	Emerging Trends in Commerce and Management National Press Associates, New Delhi	978-81-948872-3-2 2021
	<i>A Survey to Provoke Dialogue on Financial Inclusion: Opportunities and Obstacles</i> pp. 604 – 624	Innovations in Management Unistar Books Pvt Ltd, Mohali- Chandigarh	978-93-5113-732-0 2016
	Digital Marketing: The New Mantra for Brands Pp 283-290	Start up India: The Road Ahead 21 st Century Printing Press, Patiala	978-93-85447-93-8 2016
	Indian Railways: transforming Transportation, Logistics, Tourism, Trade and Manufacturing pp 175- 183	Make In India: Challenges and Opportunities National Press Associates, New Delhi	978-93-85835-00-1 2015
	The New Wave Indian MSMEs: Growth Agenda for Make in India Pp 416-422	Make in India: Challenges and Opportunities National Press Associates, New Delhi	978-93-85835-00-1 2015
	Corporate Social Responsibility: The Need of the Hour Pp 97-104	MSMEs in Punjab: Opportunities and Challenges Twenty first Century Publications, Patiala	978-93-80145624 2014
I C- PAPERS PUBLISHED IN CONFERENCE PROCEEDINGS			

S.N	Title with page no.	Details of Conference Publications	ISSN/ISBN No	Publication
	Shaping Organisation with E-HRM Pp 159-164	UGC sponsored national Conference on Marketing Brand India Globally: Opportunities and Challenges, Vol 1 Organised by Khalsa College for Women, Ludhiana	978-93-85835-29-2	National Press Associates New Delhi
	<i>Skilling India- Present Status and recent Developments</i> Pp 117-122	International Multi-stream Conference on Technology and Life, volume 1, By CKD Institute of management & Technology, Tarantaran 14-2-15	978-93-85835-05-6	National Press Associates, New Delhi
	Corporate Social Responsibility and Sustainable Development – A Case Study of CISCO	National Conference on Paradigm for Sustainable Business: People, Planet and Profit Held on 8-9 March 2013, by the Department of Management Studies, Indian Institute of Technology ROORKEE (IIT Roorkee)	978-93-81583-94-4	Publishing House, New Delhi
	Winning the Talent War Pp 282-285	National Conference on Retailing in India: Opportunities and Challenges Organised by Baba Farid College of Management & Technology, Bathinda on 15-16 march 2012	ISBN: 978-93-82062-07-3	Excel India Publishers, New Delhi,

Papers presented in Conferences/Seminars

S.N	Title of Paper	Details of conference	Date of Event
	Impact of Digitisation in Financial Services	National Conference on 'The Current State and Outlook of Financial markets in India' by Government College of commerce and Business Administration, Sector 50, Chandigarh	28 march 2024
	A Bibliometric analysis of Self Actualisation- a Qualitative Research	International Conference on 'The Soul in Symphony: Journey of Happiness through Self Actualisation and Self Realisation' by Mehr Chand Mahajan DAV College for Women, Chandigarh	20 March 2024
	HRM Practices and Retention of Employees	Make in India: Challenges in Manufacturing and Engineering Industry by Guru Nanak Dev Engineering College	23 September 2016
	Employee Satisfaction and HRM Practices: A Study of Vardhman Textiles Limited	International Conference on Creative & Innovative Excellence for World in Motion organised by Prestige Institute of Management, Gwalior	10-12 January 2015 10
	CSR and Sustainable Development	Value Creation and Sustainable Development for the New Age Business by School of Applied Management, Punjabi University, Patiala	5 March 2013
	Green Marketing: Strategies, Tools and Inspiration for Sustainable Business and Competitive Advantage	International Conference on Emerging Economies- Frontier Issues and Potential Strategies in Global Growth at RIMT- Institute of Engineering & Technology, Mandi Gobindgarh	24-25 November 2012
	Green Marketing- an Effective Tool to attain Competitive Advantage	National Seminar on Innovations in Marketing by University Business School, Panjab University Chandigarh	7 March 2012
	Financial Inclusion-a challenge for Indian Banking Industry	International workshop on Inclusive Financial Innovation at XLRI, Jamshedpur	1-3 March, 2012
	Financial Innovations: To Support Savings and Access to Poor	Emerging Paradigms in Financial Sector by School of Applied Management, Punjabi University, Patiala	28 February 2012
	Corporate Social Responsibility in India- an effort towards Economic Development	National Conference on India an Emerging Service Economy: Issues and Challenges organised by Guru Nanak National College, Doraha	18-19 February 2011
	Managing Attrition in BPO	National Conference on Retail Sector in India- Challenges and Opportunities held	3-4 February 2012

		at Gujranwala Guru Nanak Institute of Management & Technology, Ludhiana	
	Corporate Image through Corporate Governance	National seminar on Changing Scenario of Corporate Governance, held at PG Department of Commerce and Management, Arya College, Ludhiana	27 August 2010
	CSR Initiatives- Corporate Social responsibility in India putting Social-Economic Development on a fast track	National conference on Emerging Dimensions of Financial Reporting and Accounting Practices held at PG Department of SCD Government College, Ludhiana	10-11 August 2010
	Role of Investor Sentiments in Capital Market	ICSSR sponsored National Seminar on Changing Dimensions of Indian Financial Sector organised by Guru Nanak National College, Doraha	30 January 2010
I (D) Books published as author or as editor			
S.N	Title with page no.	Type of Book & Authorship	Publisher & ISSN/ISBN No
	Training and Development 2023 1.1-12.8	National	Kalyani Publishers, New Delhi 97893-55403964
	Services Marketing 2020 3-179	National	VK Global Publications, New Delhi 97893-50587997
	Make In India: Challenges and Opportunities Pp 1-472	National 2015 Editor	National Press Associates, New Delhi 978-93-85835001

II RESOURCE PERSON

1. **Acted as a Resource Person** in 7-Day and Night NSS Camp on the topic '**Financial Literacy**' organised by NSS units of Mehr Chand Mahajan DAV college for Women, Chandigarh **on 27 December 2024**
2. Acted as a Resource Person **on the topic 'Building a Sustainability Society'** organised by Mehr Chand Mahajan DAV college for Women, Chandigarh **on 13 March 2024**

3. Acted as a Resource Person in 7-Day and Night NSS Camp from 3rd to 9th January 2024 on the topic '**Time and Stress Management**' organised by NSS units of Mehr Chand Mahajan DAV college for Women, Chandigarh on **04-01-2024**
4. Acted as a Resource Person on the topic '**Food For Mind**' at **Govt. Model High School Badheri, Chandigarh** organised by NSS units of Mehr Chand Mahajan DAV college for Women, Chandigarh under the aegis of Poshan Maah on **11-09-2023**
5. Acted as a Resource Person on the topic '**Resource Management**' in the Training course of class Prob Dy SsP of Punjab Police, at **Maharaja Ranjit Singh Punjab Police Academy, Phillaur on 31-5-2023**
6. Acted as a Resource Person on the occasion of Army Day on the topic '**Developing Leaders for Indian Army**' in the Khalsa College for Women, Ludhiana in collaboration with 3Pb Girls Bn. NCC Ludhiana on **15-01-2023**
7. Acted as a Resource Person on the topic '**Fundamentals of Management and Applications**' in the Training course of class Prob DSP of Punjab Police, at **Maharaja Ranjit Singh Punjab Police Academy, Phillaur on 21-12-2022**
8. Acted as a Resource Person on the topic '**Resource Management**' in the Training course of class Prob Dy SsP of Punjab Police, at **Maharaja Ranjit Singh Punjab Police Academy, Phillaur on 5-11-2022**
9. Acted as a resource person in an International Faculty Development Programme on Current Trends in Applications of Mathematics on the topic '**Use of SPSS as Tool for Data Analysis**' on **2 October 2022** organised by Vel Tech Rangarajan R&D Institute of Science and Technology (deemed University), Tamilnadu from 21 September 2022 to 4 October 2022
10. Acted as a Resource Person on the topic '**Sustainable Environment and Environmental Issues in India**' on June 4, 2022, in a Webinar held on World Environment Day at Devki Devi Jain Memorial College for Women, Ludhiana
11. Acted as a Resource Person on the topic '**Use of SPSS as Tool for Data Analysis**' on May 11, 2022, in a Value-Added Course on Basics of Research: Writing Research Proposal & Thesis writing held from 4-11 May, 2022 organised by Research Cell of GHG Khalsa College of Education, Gurusar Sudhar, Ludhiana.
12. Acted as a Resource Person in a Two-days course on '**Communication Skills**' held on January 4-5, 2022, on the Topic '**Inter-Personal Communication**' on **05-01-2022** for

Non-Gazetted field Police of Punjab at Maharaja Ranjit Singh Punjab Police Academy, Phillaur

13. Acted as a Resource Person in a Two-days Course on 'Negotiation Skills' held on October 21-22, 2021 on the Topic '**Conflict Management**' for Dy SsP/ SHOs of Punjab on October 22, 2021 at Maharaja Ranjit Singh Punjab Police Academy, Phillaur
14. Acted as a Resource Person on the topic '**Contemporary Issues and Challenges in HR**' for MBA-BBA students of SSD Women Institute of Technology, Bathinda on 8-03-2021
15. Acted as a Resource Person on the topic '**Resource Management**' in the Training course of class Prob Dy SsP, Maharaja Ranjit Singh Punjab Police Academy, Phillaur on 29-01-2021
16. Acted as a Resource person on the topic '**Be the Change**' on 24 March 2016 in a 7-day NSS Camp 23-29 March 2016, of Panjab University Regional Centre, Ludhiana

III- DETAILS OF PROJECTS DONE

1. **Topic- HUNAR: An Initiative for Women Empowerment- A Social Entrepreneurship Approach in the Ludhiana City (16 March 2019) Name of units- Hunar, Ek Noor Sewa Kendra**
2. **Topic- Human Resource Practices and Job Satisfaction of Employees- A Comparative Study of Selected Textile Units (January 2018 submission) Name of units- VSGM Ltd and Trident Industries Limited**
3. **Topic -A Study on Entrepreneurial Competency and Leadership approach of Mr Ambrish Jain Name of unit- Kangaroo Industries Limited**
4. **Topic -A Study on Entrepreneurial Competency and Leadership approach of Mr Sanjeev Pahwa Name of unit- Ralson India Limited, Ludhiana**
5. **Topic- Employee Satisfaction and Human Resource Practices: A Study of Vardhman Textiles, Ludhiana (May/June 2014) Name of unit- Vardhman Corporate Office**
6. **Topic- Supply Chain Management through Multi Objective Optimization (11th-29th June 2013) Name of unit- Auro Textiles, Baddi (H.P)**

7. Topic- **Sandeep Riat- a born Entrepreneur** *Name of Unit- Akal Springs, Ludhiana*
8. **Topic- Attendance Management** by getting inputs from SACCM students and environment *Name of unit- Sri Aurobindo College of Commerce and Management, Ludhiana*

IV- WORKSHOPS/ TRAINING PROGRAMS ATTENDED

1. Attended 3rd International Conference-2024 in Kathmandu on the theme Adoption of Emerging Technologies in MSMEs: Special Focus on Artificial Intelligence organised by Global Association for MSME and SDGs Research in Developing Countries held on 22 June 2024
2. Successfully completed 3 day face to face FDP on **‘Inculcating Universal Human Values in Technical Education’** organised by **All India Council for Technical Education (AICTE)** at **Panjab University, Chandigarh** from March 21- March 23, 2024.
3. Successfully completed **‘NEP 2020 Orientation & Sensitization Programme’** under **Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission** from 19-02-2024 to 26-02-2024 organised by **UGC- MMTTC, M.D. University, Rohtak, Haryana**
4. Successfully completed **Haryana State- Certificate in Information Technology (HS-CIT) Course** delivered by HKCL and recognised by HSBTE of 120 hours duration with distinction, certified date 15 July 2023
5. Successfully completed 5-Day Online Value Added and Soft Skill Course on **Gender Sensitive Training Skills: Fading the Boundaries**, from 5th August to 10th August 2022 organized under the aegis of RUSA by Panjab University, Chandigarh
6. Successfully completed **Multi-disciplinary Refresher Course on ‘Gender Sensitisation- a Stakeholder Perspective’** from 18-02-2022 to 03-03-2022 held at **UGC- HRDC, University of Madras, Chennai** with **A+ grade**.
7. Participated in the Nine Day’s National Online Workshop on **“Statistical Techniques Computation using R/ R-Studio”** organised by Department of Statistics, **USOL, Panjab University Chandigarh** conducted from 13.9.2021 to 21.9.21
8. Successfully completed a five-week online course **‘Introduction to Social Media Marketing’** offered by the Commonwealth of Learning, Canada 9 April 2021

9. Participated in a four-week MOOC entitled "**Introduction to Sustainable Development in Business**" offered jointly by Open University of Mauritius and Commonwealth of Learning from 2-30 April 2021
10. One Week FDP on '**Quantitative Research with Software Applications**' by Sri Aurobindo College of Commerce and Management, Ludhiana from 1st to 7th March 2021
11. One Week FDP on '**Qualitative Techniques with Software Applications**' by Sri Aurobindo College of Commerce and Management, Ludhiana from 22-28th February 2021
12. Successfully completed **Subject Refresher Course** from 30-11-2020 to 12-12-20 at **UGC-HRDC, Guru Jambheshwar University of Science & Technology, Hissar with A+ grade.**
13. Successfully completed One Week Online Short-Term Training Programme on '**Moral Values and Professional Ethics**' sponsored by AICTE, during 26 October to 31 October 2020, organised by Department of Management Studies, Panipat Institute of Engineering and Technology
14. Participated in Four Day International Webinar on **Contemporary Issues in Commerce and Management (IWCIM 2020)** organised by the Department of Commerce, St Philomena's College, Mysore from 7 Oct to 10 October 2020
15. Successfully completed **with distinction –A Three Month Basics Computer Course by ISO Certified and HKCL certified Institute from May 2020, to July 2020**
16. ICT Academy Certification on '**Digital Teaching Techniques**', 29th June-4th July 2020
17. Successfully completed **with distinction Cooperative Learning Pedagogy- a four-week online course by GHG Khalsa College of Education, Gurusar Sadhar, Punjab from May 22, 2020, to June 18, 2020 through mookit.co**
18. Two Week Online FDP on '**Panel Data Analytics with Software Application**' by Sri Aurobindo College of Commerce and Management, Ludhiana from May 8-21, 2020
19. Two-week online Faculty Development Programme on '**Managing Online Classes and Co-Creating MOOCs**' organized by Teaching Learning Centre, Ramanujan College (University of Delhi) sponsored by MHRD PMMMNMTT(20th April - 6th May'20)
20. Successfully completed on 19-4-2018 a '**Five days of Training Program on Techniques and Practical Applications of Meditation**' by Swami Vivekanand Meditation Pyramid held at Sri Aurobindo College of Commerce and Management, Ludhiana

21. Attended a short-term course under Continuing Education Programme on “**Case Study Teaching & Writing**” held from 14.04.2016 to 17.04.2016 at **IIT Delhi, Department of Management Studies**
22. Participated in **25th Orientation Programme** from 12-5-2015 to 8-6-2015 at **UGC-HRDC, Punjabi University, Patiala**
23. Attended a Short-term Course on “**Data Analysis for Research and Publications**” organised by the Department of Management studies, **Indian Institute of Technology ROORKEE** (IIT Roorkee) during May 31- June 01, 2014.
24. Attended 7 days National Workshop on “**Research Methodology and SPSS**” organized by Department of Psychology, **Lucknow University**, from 15th October-21st October 2012.