Faculty Profile on University Website

www.mjpru.ac.in

Title	Dr.	First Name	Bhawna	Last Name	Saxena	Photograph
Designation		Assistant Professor -Contract				
Department		DBA, MJP Rohilkhand University, Bareilly, UP				
Address (Campus)		29, Phase-I, Suresh Sharma Nagar P.O. Rohilkhand University, Bareilly, UP-243006				
(Residence)						
Phone No (Campus)		NIL				
(Residence)		NIL				
Mobile		**7830519125**				
Fax		NIL				
Email		bhawnasaxena@mjpru.ac.in, dr.bhawnasaxena12@gmail.com				
Web-Page		NIL				

Educational Qualifications (Graduation Onwards)

Course/Degree	Institution	Year	Details/Thesis Topic/Subjects
Ph.D. (Management)	IFTM University, Moradabad (UP)	2021	"Impact of CSR on Employee Attraction & Employee Retention: A Case Study Of Indian IT Industry"
M.B.A	M.J.P.Rohilkhand University, Bareilly (UP)	2005	**Area of specialization:** Major: Human Resource Minor: Marketing
BCA	Bareilly college, Bareilly Affiliated to M.J.P Rohilkhand University, Bareilly (UP)	2003	Computers
XII (C.B.S.E Board)	Kendriya Vidyalaya, Air Force Station, Bareilly (U.P)	2000	PCM group
X (C.B.S.E Board)	Kendriya Vidyalaya, Air Force Station, Bareilly (U.P)	1998	All subjects

CERTIFICATION COURSES:

1. Successfully completed **NEPTEL-AICTE** FDP course through MOOC's mode in "**New Labour Codes**" of **IIT, Kharagpur**
2. Successfully completed **NEPTEL-AICTE** FDP course through MOOC's mode in "Labour Welfare and Industrial Relations" of **IIT, Guwahati**
3. Successfully completed **NEPTEL-AICTE** FDP course through MOOC's mode in "**AI in Human Resource Management**" of **IIT, Guwahati**
4. Attended and participated in a two-hour live webinar (**Certification course**) on "**Plagiarism, editing and Proofreading"** which was held on 16th April 2022, Organized by the **Research Graduate**, the **Best Ph.D., and Masters Consulting Company**, Bangalore, India.
5. Attended (**Certification course**) the **Masterclass** workshop on the 05th of February,2022 on **Advanced Excel formulas organized by SKILL Nation (Microsoft Certified**

Trainer).

6. Attended (**Certification course**) the workshop on the 21st of February, 2021 on **labor laws, organized by SKILL DECK online HR training Institute of India.**

Career Profile

Organization / Institution	Designation	Duration	Role
Department of Business Administration, M.J.P Rohilkhand University, Bareilly (U.P)	Assistant Professor-Contractual	**Oct 2024 – Present**	Taught various subjects like, Labor welfare & Social security, Compensation management, Industrial Relations Data Structure, Computer Applications, Information Technology
Department of Business Administration, M.J.P Rohilkhand University, Bareilly (U.P)	Guest Faculty	**Aug 2014 – 2023**	Taught various subjects like Legal framework governing human relations, Labor welfare & social security, Compensation management, Management information systems, Business Environment, Business ethics, E-commerce
Department of Business Administration, M.J.P Rohilkhand University, Bareilly (U.P)	Guest Faculty	**Sep 2011 – May 2012**	Taught various subjects like Labor welfare & social security, Management information systems, Entrepreneurship development, Research Methodology.
Prem Prakash Gupta Institute of Engineering & Management, Bareilly	Assistant Professor	**July 2011 – Oct 2011**	Taught various subjects like Organizational Behavior, Management information systems, Marketing Research, Industrial psychology.
Department of Business Administration, M.J.P Rohilkhand University, Bareilly (U.P)	Guest Faculty	**Decembe r 2010 – Feb 2011**	Taught various subjects like Industrial relations, Organizational Behavior, Management Information systems.
Department of Business Administration, M.J.P Rohilkhand University, Bareilly (U.P)	Guest Faculty	**Septemb er 2008 – April 2009**	Taught various subjects like Human Resource Management, Industrial relations, Organizational Behavior, Strategic Management, Research Methodology, MIS.
I.E.C Engineering College, Greater Noida (U.P)	Lecturer	**Septemb er 2006 – Mar 2008**	Taught ideas & methods in Team Building & Leadership, Managing Human Resources, and Research Methodology to MBA students.

Research Interests / Specialization

Human Resource Management, Labor Laws, Compensation Management, Industrial Relations, Computer Application

Teaching Experience (Subjects/Courses Taught)

13 Years' Experience
Courses Taught- MBA, MBA marketing, MBA Executive, MBA Part-Time, BMS

Honors & Awards

01

Publications /Academic Activities (Numbers Only)									
Books & Monographs (Single Author)		**Research Papers Published in International Journals**	**07**	**Papers Presented in Seminars/ Conferences**	**12**	**Seminars/ Conferences Organized**	**02**	**Research Projects (Completed)**	
Books (Co-authored)	**03**	**Research Papers Published in Other Journals**	**04**	**Seminar/ Conferences Attended/FDPs**	**09/ 07/ 14**	**Workshops Organized**	**09**	**Research Projects (Ongoing)**	
Books (Edited)		**Articles Published in Popular Fora, e.g., Websites, Blogs, Newspapers, Magazines etc.**		**Sessions Chaired in Seminars/ Conferences**		**Membership of Academic/ Professional Bodies**	03	**Foreign Countries Visited for Academic Assignments**	
Chapters in Edited Books	06			**Resource Lectures Delivered**	02				

Details of Publications /Academic Activities (2010 Onwards)				
(a) Books / Monographs				
Year of Publication	**Title**	**Publisher**	**ISBN**	**Co-Author (s) (if any)**
2026	BOOK-The HR Scorecard :Linking People, Strategy & Performance	**Vaagai International Publication**	**ISBN:978-81-689670-4-5**	**Dr.Bhawna Saxena**
2024	Chapter in Edited Book, Title : Book title Name: Bridging Disciplines: Exploring Multidisciplinary Research Frontiers Research Paper Title: Adaptive Strategic Decision-Making In Evolving Business Environments	**RED UNICORN PUBLISHING PVT. LTD ,** Registration no. GJ31A000003 03	**ISBN** No : ISBN: 978-93-5809-638-5 | **DOI:** 10.2521 5/93580 96381.4 3	**Dr. Bhawna Saxena**
2023	Book Chapter entitled **"Work-Life Balance in the Gig Economy: Challenges and Opportunities"** published in Book named as "**Fusion of Knowledge:Multidisciplinary Perspectives in Research Volume – 1**	**RED'SHINE PUBLICATION PVT. LTD.,** Headquarters (India) Registration no. GJ31D00000 34; Title ID: 9358791152,	**ISBN:** 978-93-5879-115-0, **ISBN-10:** 93-5879-115-2, **DOI:** 10.2521 5 9358791 152	**Dr. Bhawna Saxena**
2023 (BOOK PUBLISHED) **Authored Book (Author position: FIRST)**	**Human Resource Management (April 2023-First edition) Available at Amazon,Flipkart,Googleplay ,AmazonKindle**	**BOOK RIVERS www.bookrivers.com**	**ISBN: 978-93-5515-918-2**	**Dr.Bhawna Saxena,** Dr.Sushmita Goswami, Dr.Manisha Goswami, Dr.Ram Subbiah
2022 (BOOK PUBLISHED) **Authored Book (Co-Authored**	**Entrepreneurship Development (**July 2022 (First Edition)) **Available at Amazon,Flipkart**	**RED'SHINE PUBLICATION PVT. LTD**. Headquarters Lunawada, Gujrat (India): **Registration no.** GJ31D000003	**ISBN:** 978-93-94727-59-5 **ISBN-10:** 93-94727-59-0 DIP: 18.10.93	Dr. Arun Manohar Sherkar **Dr. Bhawna Saxena** Dr. S. Rani Mrs. M. Divya Dr. Abhishek

position: Second)		4 In Association with, **RED'MAC INTERNATIONAL PRESS & MEDIA. INC India | Sweden | UK**	9472759 0 **DOI:** 10.25215 /9394727 590	
2022 (Edited Book chapter)	"Impact of Covid-19 on Retail Sector & Key Learning for the Future" " Strategies for Survival & Success of Organizations in Pandemic Period", sponsored by **Department of Higher Education Govt. Of Uttar Pradesh**, organized by the Department of Business Administration, MJP Rohilkhand University, Bareilly	Sohem Publications	**ISBN: 978-81-949722-2-8** book,pag e no.24-32, Publishe d year-2022.	Ms.Varsha

(b) Papers Published in Indexed/ Peer Reviewed Journals

Year of Publication	**Title**	**Journal**	**ISSN/ Indexing**	**Co-Author (s) (if any)**
2024	Entitled " Artificial Intelligence in Marketing Applications"	International Conference proceedings on " Embracing Artificial Intelligence for Sustanability & Life Skills",published in International Journal of Innnovations in Science Engineering &Management(IJISEM)	a refereed peer reviewed Indexed Journal,ISSN: 2583-7117,Volume no.3,special issue:02,year 2024-25	Ms.Varsha Mr.Bala P singh Dr.Bhawna Saxena
2022	"The Role and Performance of Export of Coffee from Indian Instability and Development Perspectives"	Indexing: **Scopus Q3 criteria, Nov-2022 Publication, Journal Name:** Central European Management Journal**(CEMJ is indexed in Scopus (in 2021: CiteScore: 1.2; SJR: 0.227; SNIP: 0.572) and Web of Science**	**ISSN: 2336-2693 & E-ISSN:2336-4890, *30*(3), Issue: Vol. 30 No. 3 (2022),pg no.1484-1488; -** Impact factor-0.90, H-Index:8.	Dr. R. V. Suresh, Dr.Ziavuddeen. B, **Dr.Bhawna Saxena**, Mr. S. Ajith Kumar, Dr. P. Pathamuthu, A.Syed Musthafa
2019	"Employees' Perception and Awareness towards Corporate Social Responsibility Practices:	**Management Insight**, half-yearly **peer-reviewed** pioneer **international publication** of **SMS Varanasi, [Published on:2020-04-01**],15(2) 52 – 66, Vol. XV, No. 2; December 2019	ISSN 0973-936X (print); 2456 0936 (online)] DOI: https://doi.org/10.21844/mijia.15.2.7	Single Authored

	A Case Study of Private Telecom Company"			
2019	"Corporate Social Responsibility- A Brand Building Tool. (An Empirical Study of Indian IT Industry)	International Journal of Emerging Technologies and Innovative Research **(**www.jetir.org | **UGC and ISSN Approved**	ISSN:2349-5162, Vol.6, Issue 5, page no. pp124-134, May-2019	Ms.Bhawna Saxena, Prof.Manjula Jain, Prof.A.K.Sarkar
2015	'Role of cultural diversity: Its application to manage Human resources in the global economy'	I**nternational journal IJMRA-7993**, vol.5, issue 7, **International Journal of Physical and Social Sciences (IJPSS),** (July 2015),	**ISSN: 2249-5894**, Pp 560-563, **Impact Factor (IJPSS) 5.712 for 2015 ,** A Monthly **Double-Blind Peer Reviewed Refereed Open Access International e-Journal** - Included in the **International Serial Directories.**	Single Authored
2014	'To study the performance appraisal purpose & methods of easy solutions'	**Global technocrats & intellectual's Association (GTIA), IJIEM International journal no: 7202014 (Specialised, Peer Reviewed, Refereed and Indexed Journal**	vol 3, No.2: ISSN: 2319-3344 (July-Dec 2014), pp. 56-61, ,**Impact factor(2014)-0.453**, http://www.gtia.co.in **Listed in INDEX COPERNICUS INTERNATIONAL(ICI**	Ms.Bhawna Saxena, Ms.Shruti Agarwal

(c) Articles:

(d) **Seminar/Conference Presentations**

1. Presented research paper entitled "**Sustainable Medical Tourism – Gateway to Self-Reliance through Focused Healthcare in India"** in "A **Two-Days Round Table National Conference on " Indian Renaissance:AATM-NIRBHAR BHARSAT TRANSFORMING INDIA's MANAGEMENT LANDSCAPE",**, Date: 26th and 27th March 2023, Jointly organized by DBA and Rohilkhand Incubation Foundation ,MJP Rohilkhand University,Bareilly U.P India ,**Sponsered by Department of Higher Education (Under Centre Of Excellence Scheme) Government of Uttar Pradesh,India.**
2. Presented research paper entitled " **Best Practices of HR in Making India Self Reliant**" in "A **Two-Days Round Table National Conference on " Indian Renaissance:AATM-NIRBHAR BHARSAT TRANSFORMING INDIA's MANAGEMENT LANDSCAPE",**, Date: 26th and 27th March 2023, Jointly organized by DBA and Rohilkhand Incubation Foundation ,MJP Rohilkhand University,Bareilly U.P India ,**Sponsered by Department of Higher Education (Under Centre Of Excellence Scheme) Government of Uttar Pradesh,India.**
3. Presented research paper entitled

" MSMEs and their Role in Providing Employment Opportunities, Promoting Entrepreneurship & Economic Development in Rural India: A Developing Nation Context" in " One Day **National Seminar on "Entrepreneurship Development: The Road to Five Trillion Economy"**, Date: 24th March 2023, organized by Department of Business Administration in collaboration with Rohilkhand Incubation Foundation ,MJP Rohilkhand University,Bareilly U.P India ,Sponsered by **Department of Higher Education (Under Centre Of Excellence Scheme) Government of Uttar Pradesh,India.**

4. Presented research paper entitled "**Women Entrepreneurs in India – The Beacon of Light in shaping the economic growth**" in " One Day **National Seminar on "Entrepreneurship Development: The Road to Five Trillion Economy"**, Date: 24th March 2023, organized by Department of Business Administration in collaboration with Rohilkhand Incubation Foundation ,MJP Rohilkhand University,Bareilly U.P India ,Sponsered by **Department of Higher Education (Under Centre Of Excellence Scheme) Government of Uttar Pradesh,India.**
5. Presented research paper entitled "**Impact of Covid-19 on Retail Sector & Key Learning for the Future**" at one day National Seminar on" Strategies for Survival & Success of Organizations in Pandemic Period", sponsored by **Department of Higher Education Govt. Of Uttar Pradesh**, organized by the Department of Business Administration, MJP Rohilkhand University, Bareilly (U.P), held on 26 March 2022.
6. Presented research paper abstract entitled "**Corporate Social Responsibility (CSR) through the lens of Goods and Services Tax (GST) in India**: A Review".at National Seminar on GST, sponsored by **Department of Higher Education Govt. Of Uttar Pradesh**, organized by Ram Lubhai Sahani Government Mahila PG College, Philibhit (U.P), 01-02Feb,2018
7. Presented research paper entitled "Corporate Social Responsibility- A Brand Building Tool." (An Empirical Study of Indian IT Industry) at the **National Seminar** on "Creating a Unified Foundation for the Sustainable Development: Education and Empowerment**" was sponsored by the Department of Higher Education Govt. Of U. P, Government** Raza P.G.College, Rampur(U.P) on 27-28 Jan 2018.
8. Presented a research paper abstract entitled "MS Dhoni: An example where success has come with excellence" in National **Seminar on Effective Leadership in Dynamic Business Scenari**o,13-14 Nov 2011 organized by Department of Business Administration MJP Rohilkhand University, Bareilly.
9. Presented research paper entitled '**Performance appraisal purpose: How to make it easier** in National Seminar on "Organizational Development and its effectiveness**" sponsored by UGC,** New Delhi, 21st and 2nd Nov 2010 held at **Hemwati Nandan Bahuguna Govt. P. G. College, Naini Allahabad.**

(e) **Resource Lectures Delivered**

1. Acted as a **Career Counselor**, and delivererd a lecture on " **Job opportunities for Graduates**", at **Maharaja Agrasen Mahavidyalaya Bareilly** , Bareilly ,on date 24.10.2024, organized by MJPRU Sewayojan information centre, under Sewayojan vibhag,Rozgaar Sangam, Labour & Employment ,UttarPradesh Government. https://sewayojan.up.nic.in/.
2. Acted as a **Career Counselor**, and delivererd a lecture on " **Job opportunities for Graduates**", at **Veerangna Rani Avanti Bai Lodhi Government Girls Degree College,** Bareilly ,on date14.02.2024, organized by MJPRU Sewayojan information centre, under Sewayojan vibhag,Rozgaar Sangam, Labour & Employment ,UttarPradesh Government. https://sewayojan.up.nic.in/.
3. Acted as a career counselor , and delivererd a lecture on " Employment opportunities in

area of Computer Applications, at **Department of Computer Science, Bareilly College ,Bareilly** ,on 8.11.2023,organized by MJPRU Sewayojan information centre, under Sewayojan vibhag,Rozgaar Sangam, Labour & Employment ,UttarPradesh Government. https://sewayojan.up.nic.in/.

4. **Acted as Resource Person** on 5 th November, 2022 & delivered a lecture on the topic **"Bloom's Taxonomy"**in the Workshop entitled "Learning Outcome-based Curriculum Framework in Higher Education", organized by the Department of Business Administration, MJP Rohilkhand University, Bareilly.
5. Certificate of Appreciation for addressing the seminar "Amar Shaheed Khan Bahadur Kha Personality" on 03-March-2017, organized by Uttar Pradesh Quami-Sadbhavana Samiti, as per instruction by **UP govt and Bareilly District administration**, on the occasion of the birthday of "Amar Shaheed Khan Bahadur Kha" at Vikas Bhawan, Civil lines Bareilly.

(f) Seminars/Conferences/Workshops Organized

1. 1. A member of the organizing Team for the " One Day **National Seminar on "Entrepreneurship Development: The Road to Five Trillion Economy"**, Date: 24th March 2023, organized by Department of Business Administration in collaboration with Rohilkhand Incubation Foundation ,MJP Rohilkhand University,Bareilly U.P India ,Sponsered by **Department of Higher Education (Under Centre Of Excellence Scheme) Government of Uttar Pradesh,India.**
2. **2.** Successfully Organised **Workshop entitled** "Learning Outcome-based Curriculum Framework in Higher Education- **Bloom's Taxonomy**" on 5 th November, 2022 , organized by the Department of Business Administration, MJP Rohilkhand University, Bareilly.
3. 3. A member of the organizing committee for the **Faculty Development Programme,** an initiative of knowledge sharing on "***The Art and Science of Excellence in Management Teaching*****"**, from 27.01.21 to 02 .02.21 organized by the Department of Business Administration, MJP Rohilkhand University, Bareilly.
4. 4. A member of the organizing committee for the **National webinar** entitled "***Management -A visit to Ancient wisdom*****"**, organized on December 20, 2020, by the Department of Business Administration, MJP Rohilkhand University, Bareilly.
5. Member of **Grievance Sensitization Committee** (2015), DBA, MJP Rohilkhand University, Bareilly.

(g) Public Service / University Service / Consulting Activity

(h) **Memberships of Academic/Professional Bodies**

- Academic Career counselor at MJPRU Sewayojan Kendra, under Sewayojan vibhag, Rozgaar Sangam, Labour & Employment, UttarPradesh Government
- Global Professors Welfare Forum, Membership ID no.-20286

Projects (With Title, Year, Grants, Funding Agency and Collaborations)

Administrative Positions/Assignments Held

Academic Foreign Visits

Any Other Details

Signature of Faculty Member
(in Hard Copy Only)

Note: Please submit this file to E-mail ID: rkg@mjpru.ac.in through your own E-mail ID.