Faculty Profile on University Website

www.mjpru.ac.in

Title	Dr.	First Name	MANJULA	Last Name	SINGH	Photograph
Designation		**Assistant Professor-Contractual**				
Department		**Business Administration**				
Address (Campus)		**Department of Business Administration, MJP Rohilkhand University, UP**				
(Residence)		**193/32-B Civil Lines Salvation Army Road, Bareilly**				
Phone No (Campus)						
(Residence)						
Mobile		**9458614366**				
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Web-Page						

Educational Qualifications (Graduation Onwards)

Course/Degree	Institution	Year	Details/Thesis Topic/Subjects
Ph.D.	**MJP Rohilkhand University, Bareilly**	**2010**	**Thesis topic: Role of children in family Purchasing Decisions A Study of the Nuclear and Joint Family System of Bareilly City.**
MBA	**MJP Rohilkhand University, Bareilly**	**2012**	**Subjects: HRM & Finance(1st division)69.8% Topper-Gold Medalist**
M.Phil	**MJP Rohilkhand University, Bareilly**	**1994**	**Subjects: Economics(1st division) 71.0%**
M.A.	**MJP Rohilkhand University Bareilly**	**1993**	**Subjects: Economics (1st division) 66.4%**

Career Profile

Organization / Institution	Designation	Duration	Role
Dptt. Of Economics, SRS Mahila Maha Mahavidyalaya, Bareilly, U.P. ,India	**Guest Faculty**	**1994-1995**	**Teaching and Mentoring**

Department of Applied and Regional Economics, MJP Rohilkhand University	**Guest Faculty**	**2007-2008**	**Teaching and Mentoring**
Department of Business Administration, MJP Rohilkhand University	**Guest Faculty**	**2012– 2024**	**Teaching ,Mentoring and guiding in project**
Department of Business Administration, MJP Rohilkhand University	**Assistant Professor-on Contract**	**Oct 2024- Currently**	**Teaching ,Mentoring and guiding in projects**

Research Interests / Specialization

Human Resource Management and Research

Teaching Experience (Subjects/Courses Taught)

Courses Taught- MA Economics, MBA, MBA Marketing, MBA Executive, MBA Part-Time, BMS, Research Methodology to PhD Scholars

1. **Research Methodology**
2. **Human Resource Management**
3. **Organization Change & Intervention Strategies**
4. **Compensation Management**
5. **Managerial Economics**
6. **Organization Behavior**
7. **Cross Cultural IHRM)**

Honors & Awards

Received Best Paper Award in National Conference on "Indian Economy: Policy Interventions for Sustainable Growth" (IEPISG-2019), March, 11-12, 2019, Organized by School of Management, Gautam Buddha University, Greater Noida

Publications /Academic Activities (Numbers Only)

Books & Monographs (Single Author)	**-**	**Research Papers Published in International Journals**	**01**	**Papers Presented in Seminars/ Conferences**	**11**	**Seminars/ Conferences Organized**	**05**	**Research Projects (Completed)**	
Books (Co-authored)	**01**	**Research Papers Published in Other Journals**	**09**	**Seminar/ Conferences Attended**	**30**	**Workshops Organized**	03	**Research Projects (Ongoing)**	
Books (Edited)		**Articles Published in Popular Fora, e.g., Websites, Blogs, Newspapers, Magazines etc.**		**Sessions Chaired in Seminars/ Conferences**	03	**Membership of Academic/ Professional Bodies**	03	**Foreign Countries Visited for Academic Assignments**	
Chapters in Edited Books	03			**Resource Lectures Delivered**	05				

Details of Publications /Academic Activities (2010 Onwards)

(a) Books / Monographs

Year of Publication	Title	Publisher	ISBN	Co-Author (s) (if any)
August 2023	"***Intellectual Property Rights: Emerging Issues & Practices in India***"	Navyug Publications	[ISBN: 978-93-93575-34-2]	

(b) Papers Published in Indexed/ Peer Reviewed Journals

Year of Publication	Title	Journal	ISSN/ Indexing	Co-Author (s) (if any)
04.2022	Work life Balance of Employees in Urban and Rural Area: A Comparative Study at Baroda UP Bank, Bareilly.	"https://www.doi-ds.org/doilink/-	33764346/UIJIR"Yhttps://uijir.com/work-life-balance-of-employees-in-urban-and-rural-area-a-comparative-study-at-baroda-up-bank-bareilly/#:~:text=https%3A//www.doi%2Dds.org/doilink/04.2022%2D33764346/UIJIR	
June 2017	*"Digital India: A SWOT Analysis"*,	**Mumukshu Journal of Humanities** Reviewed/referred Research Journal Vol. 9, no.1,	[ISSN: 0976-5085]	
June 2016	*"Entrepreneurial Development through Government Schemes- A study on the General Awareness among College Students"*	**Mumukshu Journal of Humanities** (Reviewed/ referred research journal), Vol. 8, No.1-(I),	[ISSN: 0976-5085]	
June 2015	*"Changing Business World and Need for Values in Management"*,	**Mumukshu Journal of Humanities** (Reviewed/ referred research journal), Vol. 7, No.1-(I),	[ISSN: 0976-5085]	
January 2014	*"Role of Children in family purchasing decisions-A*	**IBM, Internation**	, [ISSN: 2348-0629]	

	case study of Bareilly"	**al Journal of Business Manageme nt,** Vol. 1, no.1		
July-December, 2014	*"An empirical Study of Work Life Balance with special reference to Banking Sector"*	**View Point,** Vol. 5, no.2 ,	[ISSN: 2229-3925]	
June 2012	*"Employees Attitude Towards Training Methods: A Case of IndusInd Bank"*,	**Mumukshu Journal of Humanities** (Reviewed/ referred research journal), Vol. 4, No.1-(I),	[ISSN: 0976-5085]	
June 2012	*"Investment Opportunities for Indian Entrepreneurs in African Farmlands: A case of Ethiopia"*, ,	**Mumukshu Journal of Humanities** (Reviewed/ referred research journal), Vol. 4, No.1	[ISSN: 0976-5085]	

(c) Articles				

(d) Seminar/Conference Presentations

1. *International Conference "Emerging Issues on Contemporary Business Practices in the Era Intelligence* (EICBI -19) ,Nov. 8-9, 2019, Organized by Shri Ram Murti Smarak College Engineering**, PAPER PRESENTED** " *Leadership in Transitions: The Challenges a Strategies"*

2. *National Conference on "Indian Economy: Policy Interventions for Sustainable Growt* (IEPISG-2019), March, 11-12, 2019, Organized by School of Management, Gautam Budd University, Greater Noida, in Sponsored by ICSSR under impress Scheme. **PAPER PRESENTED AND AWARDED BEST PAPER** *" Social Entrepreneurship: A Roadmap Economic Development".*

3. *National Seminar on "Digital India: Digital Empowerment to Citizens"* Jan, 14-15, 20 Organized by Ram Lubhai Sahani Govt. Mahila PG College, Pilibhit, U.P. , India, Sponso by Department of Higher Education, Government of Uttar Pradesh, India, **PAP PRESENTED** and*"Digital India: A SWOT Analysis"*

4. *National Seminar on "Developing Skill to Cope with the Technological Advancement a Employment Generation in Chhattisgarh"* Feb, 20-21, 2016, Organized by Mahalakshmi D College, Raipur, Sponsored by The Chhattisgarh Council of Science and Technolo (CGCOST), **PAPER PRESENTED**, *Linking Techno-Skills With Employability Sustainable Development"*

5. *Swami Sukhdevanand 7th International Seminar on Human Development in Develop Nations" Feb, 26-27,2015,* Organized by Faculty of Commerce & Research Studies, Swa Sukhdevanand PG College, Shahjahanpur , (U.P.) India, In Collaboration U.P. Chapter, Ind Commerce Conference Association , **PAPER PRESENTED** Role of Skill Developm Centers in Strengthening India"

6. *National Conference on "Global Advancements and Futuristic Trends in Manageme* Organized by Faculty of Management- SRIJAN'14, Chandigarh Group of Colleges, Jhanj Mohali, Sponsored by Panjab Technical University, Kapurthala, India, **PAP PRESENTED** *"Changing Life Style, Behaviour & Pattern of Indian Consumers"*

7. "*National Seminar on Emerging Innovations & Practices in Indian Business",* Sep. 6-8, 2013, Organized by Institute of Management, Pt. Ravishankar Shukla University, Raipur (C.G.) **PAPER PRESENTED** "*Changing Facets of H.R. Practices in Indian Business Scenario"*

8. *Swami Sukhdevanand 5th International Seminar on Employment generation in Develop Countries: Challenges & Opportunities" Feb, 23-24, 2013,* Organized by Faculty Commerce & Research Studies, Swami Sukhdevanand PG College, Shahjahanpur , (U. India, in Collaboration of Sam Higginbottom Institute of Agriculture, technology & Scien NAAC, **PAPER PRESENTED** *"Unemployment Affliction – A Knurl to Unfasten".*

9. *Swami Sukhdevanand International Seminar on Consumer Protection and Behaviour Present Privatized Era" Feb, 25-26, 2012,* Organized by Faculty of Commerce & Resea Studies, Swami Sukhdevanand PG College, Shahjahanpur , (U.P.) India, in Collaboration Sam Higginbottom Institute of Agriculture, technology & Sciences, **PAPER PRESENT** *"Public Policy and Consumer Protection in Present Scenario".*

10. *Swami Sukhdevanand International Seminar on "Impact of Globalization on Managem Skill" Feb. 26-27, 2011,* Organized by Faculty of Commerce & Research Studies, Swa Sukhdevanand PG College, Shahjahanpur, (U.P.) India, in Collaboration of Sam Higginbott Institute of Agriculture, technology & Sciences, **PAPER PRESENTED** *"Changing Patt of Managerial Skills and Roles in Dynamic Business Scenario".*

(e) Resource Lectures Delivered

1. Co-Chaired Two Days Round Table National Conference on "The Indian Renaissance: Aatm-Nirbhar Bharat Transforming India's Management Landscape"26-27 March, 2023, Technical Session II, jointly Organized by Department of Business Administration & Rohilkhand Incubation Foundation, MJP Rohilkhand University, Bareilly

2. Invited to teach the full course of **Research Methodology** to the PhD Scholars of Law in MJP Rohilkhand University Campus, Bareilly, U.P. in 2023, by the Department of Law.

3. Invited as a Resource person to deliver a lecture on **"Vocal for Local"** in the National Seminar "Vocal for Local-A step towards Self Reliant India" by SSPG College Shahjahanpur, UP. On December 10, 2022

4. Invited as Resource Person to deliver a special lecture on the focal theme to the students of different streams on "**Soft Skill Development**" organized by IFTM Moradabad, Bareilly, Oct.. 13, 2021.

5. Invited as a Resource person to deliver a lecture on **"Personality, Employability & Skill Development"** in a three Days Student Development Program by SSPG College Shahjahanpur, UP. June 23-25 2020

6. Invited to Chair the session in the two days International Conference (EICBI-19), on **"Emerging Issues on Contemporary Business Practices in the Era of Intelligence"**, organized by Faculty of Management Science, SRMS College of Engineering and Technology, Bareilly, Nov 8-9, 2019.

7. Invited to teach the full course of **Research Methodology** to the PhD Scholars of Home Science in MJP Rohilkhand University Campus, Bareilly, U.P. in May 2019, by the Department of Ancient History.

8. Invited as Resource Person to deliver a special lecture on the topic **"Personality Development – Empower Yourself"** to the students of BBA, Bareilly College, Bareilly, March 03, 2018

9. Invited as Resource Person to deliver lecture in Workshop on the focal theme **"Sales and Soft Skills"** organized by Head Post Office, Bareilly, Jan 31 - Feb 06, 2018

(f) Seminars/Conferences/Workshops Organized

1. Organized **three** online "One Week AICTE-ISTE sponsored Refresher Programs" in the Department of Business Administration as Program Co-Coordinator during Feb 16-22, March 16-22 and June 17-23, 2021

2. Organized "One Week FDP" in the Department of Business Administration as Program Co-Coordinator during Jan. 27 - Feb 02, 2021.

3. Organized Four Weeks Women Entrepreneurship Development Programme, June 24, 2019-July 22, 2019, at AK Tech. Computer Institute, Rampur Garden, Bareilly, Sponsored by ABESEC, Startup Lab (ASL)

4. Organized One-day seminar for the women to aware them about Women Empowerment and skill development on 10/06/2019, at IMA hall, Bareilly. Chief Guest Hon'ble Santosh Gangwar, MP.

(g) Public Service / University Service / Consulting Activity

1. Conducted CTET 2021, Exam as an Observer at St. Fidelis Sr. Sec. School Talanagri, Ramghat Road, Aligarh, UP.

2. Conducted four-week Women Entrepreneurship Development Program, June 24 - July 22, 2019, Sponsored by Ministry of Science and Technology, Govt. of India, Organized by ABES Engineering College, Ghaziabad, UP

3. Conducted CTET 2019, Exam as an Observer at Gandhi Nagar Public School, Gandhi Nagar, Moradabad, UP.

4. Conducted NEET 2017, Exam as an Observer at Vishwnathan Academy, Sector- M-1, Lucknow.

(h) Memberships of Academic/Professional Bodies

1. Convener- Website of Department of Business Administration, MJPRU, Bareilly, UP

2. Convener- Placement Cell of Department of Business Administration, MJPRU, Bareilly, UP

3. Research Coordinator of Under Graduate, Post Graduate and PhD of Department of Business Administration, MJPRU, Bareilly, UP

4. Worked as member of University Women Grievance Cell as representative of Department of Business Administration.

5. Team member, Placement Cell, Department of Business Administration.

6. Working as a team member looking after NAAC Criteria.

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

Administrative Positions/Assignments Held

Academic Foreign Visits

Any Other Details

1. *Two-Week (14-Day) Faculty Development Programme (FDP) (Online) on: "Reimagining Research through Contemporary Methodology and Next Generation Analytics" 12–25 July 2026* ISMS Sankalp Business School, Pune in association with Inspira Research Assiciation, Jaipur, Rajasthan
2. Online FDP on "*Emerging Perspectives of Multidisciplinary Research: Methods and Analysi* August 1-7 2023 jointly organized by the Department of Business Administration and Department of Regional Economics" MJP Rohilkhand University Bareilly.

3. Online FDP on *Investment & Trading -Concepts & Applications"* organized by NSE Academy Limited August 31-September 01, 2021

4. AICTE Sponsored Online Short Term Training Program (STTP) of 6 days (30 hours) on *"Management 4.0"*March 22-27, 2021

5. "ONE WEEK-ONLINE REFRESHER PROGRAM" On "*Innovations in Management*" AICTE, MJPRU, Bareilly, February 16-22, 2021

6. One Week Online FDP "*The Art and Science of Excellence in Management Teaching*" MJPRU, Bareilly, January 27-Feb 2, 2021

7. "*FDP on Organizational Behaviour*" (Online) Nov 09-Nov 13,2020, Organized by AICTE Training And Learning Academy (ATAL) at International Management Institute-Kolkata

8. *"National Online FDP on Research Methodology*" September 26-October 02, 2020, (One Week), organized by Integral University, Lucknow

9. "*E-Resources and Innovative Training Methods*" One Week E-FDP, April 27- May 03, 2020, Organized by Dr. Gaur Hari Singhania Institute of Management & Research, Kanpur

10. *"Two Week FDP on Entrepreneurship*" Dec. 26- Jan. 8, 2018, Organized by ABESEC Startup Labs (ASL), ABES Engineering College, Ghaziabad, (U.P.), Sponsored by DEPT. Science & Technology, Govt. Of India, In Association with Department of Business Administration, MJP Rohilkhand University, Bareilly. U.P., India

11. QIP Short Term Course on "*Soft Skill Development: A Tool for Effective Teaching*" June, 25-29, 2018, Organized by DEPT. of Humanities and Social Sciences IIT Roorkee, Uttarakhand.

12. FDP on "*Municipal Solid Waste Management*", Under TEQIP-II, Dec.7-11, 2016, Organized by DEPT. of Chemical Engineering, MJP Rohilkhand University, (U.P.), India.

13. National workshop on "*Innovative Research on Materials in Science and Engineering* (IRMSE-16), April, 17-21, 2016, Organized by Faculty of Engineering and Technology, MJP Rohilkhand University, Bareilly UP. Sponsored by World Bank under TEQIP-II

14. *"Faculty Development Programme"* February 26-27, 2016, Organized by DEPT. Of Business Administration, Faculty of Management, MJP Rohilkhand University, Bareilly, U.P., India

15. "*Research Methodology & SPSS"* - Workshop Deptt. Of Business Administration, MJP RU, 5th - 6th Oct. 2015

16. "*Workshop on Research Methodology*" (January 4-5, 2008) MJP Rohilkhand University, Bareilly. U.P.

17. Certificate of Participation: *Level Three Train the Trainer Program*" Organized by Learning Without Wall APAC, Level 3, 25-08-2020

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.