Faculty Profile on University Website

www.mjpru.ac.in

Title	Dr.	First Name	Richa	Last Name	Singh	Photograph
Designation		Assistant Professor(On Contract)				
Department		Business Administration				
Address (Campus)		Department of Business Administration M.J.P Rohilkhand University,Bareilly				
(Residence)		H.NO 31,Ram Vatika Colony 15 New Civil Lines Bareilly				
Phone No (Campus)						
(Residence)						
Mobile		8527527316				
Fax						
Email		richa485@gmail.com				
Web-Page						

Educational Qualifications (Graduation Onwards)

Course/Degree	Institution	Year	Details/Thesis Topic/Subjects
B.Sc	MJP Rohilkhand University	2008	Zoology,Chemistry
MBA	MJP Rohilkhand University	2010	HRM,Marketing
P.hd	MJP Rohilkhand University	2025	"A Study on Impact of Stress on Role Efficacy of Academicians Serving in Management Discipline of Higher Education with Special Reference to Rohilkhand Region of U.P."

Career Profile

Organization / Institution	Designation	Duration	Role
M.J.P ROHILKHAND UNIVERSITY	Assistant Professor	Present	Teaching&Curricular Activities
M.J.P ROHILKHAND UNIVERSITY	Teaching Assistant	05-10-2024to22-09-2025	Teaching &Research
M.J.P ROHIKHAND UNIVERSITY	Guest Faculty	16-08-2022to30-09-2023	Teaching&Curricular Activities
M.J.P ROHIKHAND UNIVERSITY	Teaching Assistant	08-06-2021to12-07-2022	Teaching&Research
M.J.P ROHILKHAND UNIVERSITY	Guest Faculty	08-08-2017to 07-06-2021	Teaching&Curricular Activities
S.N.COMPUTERS	Lecturer	16-08-2012to 26-01-2016	Teaching

Research Interests / Specialization

Human Resource Management and Marketing

Teaching Experience (Subjects/Courses Taught)

Courses Taught (**MBA,BBA & BMS**)

Subjects-Human Resource Management, Managing Industrial Relations, Research Methodology,Psychology,Sociology,Managing Interpersonal Group Process, International Business Environment, Logistics and Supply Chain Management, Service Marketing & CRM,Business Communication,Retailing,Business Environment and Indian Value System

Honors & Awards									
Qualified UGC-NET									
Publications /Academic Activities (Numbers Only)									
Books & Monographs (Single Author)		**Research Papers Published in International Journals**	**03**	**Papers Presented in Seminars/ Conferences**	**19**	**Seminars/ Conferences Organized**	**01**	**Research Projects (Completed)**	
Books (Co-authored)		**Research Papers Published in Other Journals**	**06**	**Seminar/ Conferences Attended**		**Workshops Organized**		**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**		**Foreign Countries Visited for Academic Assignments**	
Chapters in Edited Books	09			**Resource Lectures Delivered**					

Details of Publications /Academic Activities (2010 Onwards)

(a) Books / Monographs

Year of Publication	Title	Publisher	ISBN	Co-Author (s) (if any)

(b) Papers Published in Indexed/ Peer Reviewed Journals

Year of Publication	Title	Journal	ISSN/ Indexing	Co-Author (s) (if any)
2022	**New Education Policy and its impact on school students.**	**International Journal of advances in engineering and management**	**2395-5252**	Prof.Tulika Saxena
2022	**Rural Women Entrepreneurship in India**	**Mumukshu Publication of Humanities**	**0976-5085**	Prof.Tulika Saxena,Ms.Jagriti Singh
2023	**Recent trends in Retail Marketing in Context to India.**	**Dogo Rangsang**	**2347-7180**	Dr.Priyanka Rastogi
2023	**A study on Stress: Individual and Work.**	**Humanities and social studies**	**2319-829X**	Pro.Tulika Saxena,Mr.Bala Pratap Singh
2024	**Self-Reliant India'(Atmanirbhar Bharat Abhiyan)**	**IPE journal of Management**	**2249-9040**	Prof.Tulika Saxena,Ms.Vaishali Vishwakarma
2025	**Role of Self Efficacy and Work Discipline over Employee Performance.**	**Embracing Artificial Intelligence For Sustainability &life skills**	**2583-7117**	
2025	**To Study the Impact of Stress on Role Efficacy Management Academicians with Special Reference to Moradabad Region.**	**International Journal of Social science & management Studies**	**2454-4655**	Prof.Tulika Saxena
2025	**To Study the Impact of Stress on Role Efficacy on Male Faculties of Management Discipline with Special reference to Bareilly**	**International Journal of Progressive Research in Engineering Management and Science**	**e-2583-1062**	Prof.Tulika Saxena
2025	**THE CHALLENENGES AND ROLE OF AI IN HRM THE CHALLENGES AND ROLE OF AI IN HRM:OPPORTUNITES AND ETHICAL CHALLENGES ON HR DIGITALIZATION**	**Advances in Consumer Research**	**0098-9258**	

(c) Articles

(d) Seminar/Conference Presentations

- Presented Research Paper in International Conference organized by Teerthanker Mahaveer University,Moradabad,Uttar Pradesh on Impact of Sustainability focused Online Campaign on Consumer Artifacts & Purchase Intentions.Date:24th to 25th April 2026
- Presented Research Paper A Study on the role of Self-Groups in improving the Economic Conditions of Women Entrepreneurs in Varanasi District.Dated 12thApril-14th April 2026
- Presented Research Paper on The role of Artificial Intelligence in Education organized by Post Graduate Department of Commerce & Department of Business Administration Co-Organized by Department of Computer Application Gandhi Faiz-e-Aam College,Shahjahanpur Dated:1st and 2nd May 2025
- Presented Research Paper in International Conference on Embracing Artificial Intelligence for Sustainability & life Skills Topic: The Role of Artificial Intelligence in Sustainable Development organized by faculty of Management MJP Rohilkhand University Co-organized by Norbuling Rigter College(NRC),Royal University of Bhutan.Date:23rd to 24th Aug 2024
- Presented Research Paper in 5th International Conference on Entrepreneurship and Business Sustainability Topic: To Study the Impact of Stress on Male faculties of Management Discipline with Special Reference to bareilly Region organized by youth empowerment & research association(YERA).Date:3rd May to 5th May 2024
- Presented Research Paper on To Study the Impact of Stress on Role Efficacy of Management Academicians with Special Reference to Moradabad Region Organized by Unnati Institute of Social Science & Management Studies & Co-organized by Dr.B.R. Ambedkar Shodh Peeth(SSMWA) Dated:13th to 14th April 2024.
- Presented Research Paper in Internation Seminar on Economic of Inclusion,Sustainability& Developemnt:Aroad Map to G-20 Nations organized by S.S.(PG) College,Shahjahanpur.Date:13th to 15th April 2023
- Presented Research Paper on Artificial Intelligence:An Innovative Practice Transforming Business and Society organized by Faculty of Commerce,Siddharth University,Kapilvastu Siddhartha Nagar.Dated:24th to 25th March 2023.
- Presented Research Paper Green Entrepreneurship: Challenges and Opportunities organized by MJP Rohilkhand University, Bareilly.Date 24th March 2023
- Presented Research Paper on Importance of Stress Management in Sree Dattha Institutions.ibrahimpatnam Ranga Reddy.Dated:23rd to 25th Feb 2023

- Presented Research Paper in National Seminal on Emerging issues of Intellectual Property rights laws & practices in India on 25-26 feb 2023 topic A study on Stress-Individual and Work.
- Presented Research Paper in International Seminar on Salvation of a Nation lies Empowerment of Nation lies in Elevation of its Women in Literary Context organized by J.K.P(P.G.)College,Muzaffarnagar Topic:Empowerment of nation through the Empowerment of Women.Date:23rd Jan 2023
- Presented Research Paper HR Strategies to Manage Work force in Post Covid-19 organized by MJP Rohilkhand University, Bareilly.Date:26th March 2022
- Presented Research Paper Marketing Strategies of Retail in Post Covid-19 organized by MJP Rohilkhand University, Bareilly.Date;26th March 2022
- Presented Research Paper in National Conference(ONLINE) on Contribution of MSME Sector towards Growth of 5-trillionIndian Economy Topic: Key Business Reforms for Micro,Small,Medium Enterprises in Chhatrapati Shahu ji Maharaj University,Kanpur.Date:10thto 11th Jan 2023
- Presented Research Paper in National Conference(Online)on Innovations in Business and Management Topic: Key Business Reforms for The Role of Human Resource Management in Growth of Startups in Chhatrapati Shahu ji Maharaj University,Kanpur.Date:22nd to 23rd August2022
- Presented Research Paper in 2nd International Conference on Emerging Issues on Contemporary Business Practices in the Era of Intelligence(EICBI) Topic: Recent trends in Retail Marketing in Context to India, organized by Shri Ram Murti Samrak College of Engineering and Technology, Bareilly Date:28th Nov 2020
- Presented Research Paper in National Conference in Indian Economy: Policy Interventions for Sustainable Growth organized by School of management,Gautam Buddha University, Greater Noida. on Globalization and its Impact on Indian Economy.Date:11th to 12th 2019
- Presented Research paper in National Seminar on Creationg a unified foundation for the sustainanble development:Education and Empowerment organized by Government Raza P.G. College ,Rampur Topic: Role of Education in Empowerment of Women.Date:27th to 28th Jan 2018

(e) Resource Lectures Delivered

(f) Seminars/Conferences/Workshops Organized

- One Day National Seminar on Entrepreneurship Development: The Road to Five Trillion Economy Organized by :Department of Business Administration in Collaboration with Rohilkhand Incubation Foundation MJP Rohilkhand University,Bareilly.

(g) Public Service / University Service / Consulting Activity

(h) Memberships of Academic/Professional Bodies

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

Administrative Positions/Assignments Held

Academic Foreign Visits

Any Other Details

- Member of organizing committee for 8 days (32hrs) International value added Programme, on "Transforming India Entrepreneurial Evolution for Viksit Bharat @2047".
- Attended workshop on Art of Writing Quality Research Paper conducted at MJPRU BLY
- Attended Two weeks Faculty Development Programme on Entrepreneurship organized by ABES Engineering college.GZB
- Attended Workshop On SPSS Software (Statistical package for social sciences) Conducted at M.J.P ROHILKHAND UNIVERSITY, Bareilly

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.