



Faculty Profile on University Website

www.mjpru.ac.in

Title	Ms.	First Name	Richa	Last Name	Sakhuja	Photograph
Designation	RESEARCH ASSISTANT					
Department	Department of Business Administration					
Address	Department of Business Administration , MJP Rohilkhand					
(Campus)	University, Bareilly.					
(Residence)	Shanti Kunj, A-2 Priyadarshini Nagar , Bareilly.					
Phone No						
(Campus)						
(Residence)	9919101282					
Mobile	9919101282					
Fax						
Email						
Web-Page						
Educational Qualifications (Graduation Onwards)						
Course/Degree	Institution		Year	Details/Thesis Topic/Subjects		
PGDBA	Jaipuria Institute of Management, Lucknow		2003-05	Specialization in Marketing & Human Resource		
BBA	Lal Bahadur Shastri Institute of Mngement ,Bareilly		2000-2003	Specialization in Marketing & Human Resource		
Career Profile						
Organization / Institution		Designation	Duration	Role		
MJP Rohilkhand University, Bareilly		Research Assistant	August 2018-till date			
Kotak Mahindra Bank		Senior Manager	July 2008-May 2017	Earlier Branch Operations & later Relationship Manager for Government Relationships		
ICICI Bank		Senior Officer	April 2005-July 2008	Branch Operations, Audit , NRI customer dealing, Foreign Exchange Handling, Cross selling etc.		
Research Interests / Specialization						
Services Marketing and Advertising Management						
Teaching Experience (Subjects/Courses Taught)						
Total experience of 03 years in the following subjects : Services Marketing, Retailing, Sales Management, Management Information Systems & Advertising Management						
Honors & Awards						
Received 'Best Paper Award' on the topic Automation of Services & its impacts on service providers, customers & human resources.						

Publications /Academic Activities (Numbers Only)									
Books & Monographs (Single Author)		Research Papers Published in International Journals		Papers Presented in Seminars/ Conferences	01	Seminars/ Conferences Organized	01	Research Projects (Completed)	
Books (Co-authored)		Research Papers Published in Other Journals	01	Seminar/ Conferences Attended	05	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			Resource Lectures Delivered						

Details of Publications /Academic Activities (2010 Onwards)				
<u>(a) Books / Monographs</u>				
<u>Year of Publication</u>	<u>Title</u>	<u>Publisher</u>	<u>ISBN</u>	<u>Co-Author (s) (if any)</u>
<u>(b) Papers Published in Indexed/ Peer Reviewed Journals</u>				
<u>Year of Publication</u>	<u>Title</u>	<u>Journal</u>	<u>ISSN/ Indexing</u>	<u>Co-Author (s) (if any)</u>
<u>(c) Articles</u>				
<u>(d) Seminar/Conference Presentations</u>				
<u>(e) Resource Lectures Delivered</u>				
<u>(f) Seminars/Conferences/Workshops Organized</u> 7 Day Faculty Development Programme on 'The Art & Science Of Teaching Management' in January 2021				
<u>(g) Public Service / University Service / Consulting Activity</u>				
<u>(h) Memberships of Academic/Professional Bodies</u>				
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.