



## MANAV RACHNA UNIVERSITY, FARIDABAD

Sector 43, Aravalli Hills, Manav Rachna Campus Rd, Faridabad, Haryana 121004

### Dr. Pooja Kapoor

**Designation** : Associate Professor

**Experience** : 16 Years as an academician, 1 year Industry (NIIT)

**Qualifications** : Ph.D.(Management), UGC-NET-Commerce, M.Com.(First),  
B.Com.(First), UGC N.E.T. (Commerce)



**Contact Detail** : Department of Management & Commerce MRU, Faridabad

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**Phone No.** : 9911397733

**Google scholar** <https://scholar.google.com/citations?user=cY-dVwEAAAAJ>

**Research Interest** : *Quality of Working Life, Enterprise Social Responsibility, Business Taxation, Finance and Entrepreneurial opportunities*

#### + Conference Details:

"Information Technology adoption impacting MSME Performance-An Appraisal of literature from developing and developed countries" has been presented in 6th Global Leadership Research Conference (GLRC 2021) at Amity University, Noida, 25-26<sup>th</sup> February, 2021.

"Women Entrepreneurship through Network Marketing: The Positive Insight" has been presented in International Congregation on Women Empowerment, Gender Diversity & Financial Inclusion at Dhaka International University on 29-30<sup>th</sup> April 2019.

"Identifying the skill Gap- How Network Marketing Facilitates Entrepreneurship In India" has been presented in the International Conference on Building Ambidextrous Organizations through HR Interventions at Amity University, Noida, 14-15 March, 2018.

"Women Entrepreneurship and Corporate Governance: A theoretical framework" has been presented in the 9<sup>th</sup> International Conference on Women in the changing world of work: planet 50:50 by 2030 at Punjabi University, Patiala, November 2017.

"The impact of female entrepreneurship on economic growth in India" presented in International Conference on 'Family Business and Entrepreneurship Sustainability in the Current Global Scenario' held on 3 - 5 May 2017, Inna Grand Bali Beach Hotel in Sanur, Bali, Indonesia.

"Women Empowerment through Entrepreneurship: A review of few cases", International Conference on Women, Peace and Security held at Punjabi University, Patiala on October 26-27' 2012.

"Quality of working life and its significant consequences: A study of banking industry in the new era of liberalization", International Conference on Management Sciences & Arts, Gurukul Kangri University, Haridwar (15 - 17) DEC. 2008.

"Quality of working life in relation to mental health of bank employees", Global Journal of Business

Management, ISSN No. 0973-8533, Volume 1, No. 1, June 2007.

**+ Journal Publication Details:**

Book Chapter Publication

Kumari, P. Khanna, P. (2009), "Business Management in New Perspective", Global vision Publishing House, New Delhi, 319-335, ISBN: 978-81-8220-295-7.

"Role of Business-schools in shaping Enterprise Social Responsibility (ESR) Amongst Micro, Small and Enterprises(MSMEs)", Corporate Social Responsibility not just a payback, Wisdom Publications, ISBN 89-547-75-2.

"Corporate Social Responsibility of Business Schools", Indian Economic Panorama, A quarterly Journal of Agricultural, Industry, Trade and Commerce, Vol. 23, No. 3A, January 2014.

"The Doorway to US", International Journal of Management and Social Science Research, International Research Journal Consortium, (ISSN: 2319 - 4421), April 2013, (SJIF 3.212)

"Women Entrepreneurship through network marketing: the positive insight", International Journal of Disaster Recovery and Business Continuity, Vol.11, No. 1 (2020), pp. 688-696, Indexed: Proquest, J-Gate Database, EBSCO, March 2020.

"A Study of Quality of Working Life in Relation to Job Outcomes of Bank Employees in Post Liberalization Era", Prabandh, volume 24, 62-72(P. Khanna, P. Kumari).

**+ Research Supervised:**

PhD awarded to Ms. Priyanka Chadha 'An Empirical Study on the Determinants of Usage and Adoption Intention and Behavior With Regard to Mobile Shopping Applications in India' February 2021.

Pre-Phd Seminar held for Ms Saumya Singh for the research topic 'Role of Media and Market in shaping Health Consciousness: A Study of Millennial Generation'.

Research work in Progress "Entrepreneurial Competencies impacting select Micro & Small Enterprise (MSE) performance in Faridabad– Examining the moderating effect of Information Technology".

United Nations Industrial Development Organization (UNIDO) sponsored major project on "Role of B-schools in shaping Enterprise Social Responsibility (ESR) amongst Micro, Small and Medium Enterprises (MSMEs)" successfully conducted and submitted to UNIDO for further research and implementation. The total grant received from UNIDO Rs. 4,75,000/-

**+ Achievements and Awards:**

Bhartiya Yuva Shakti Trust's mentor development program certificate received after passing the online learning module

Received 'EMPLOYEE OF THE YEAR' award on 1<sup>st</sup> Employee Appreciation Day held on 29<sup>th</sup> March 2019.

Being recognized as a team member for QS-I Gauge Rankings for Manav Rachna University. QS has awarded to MRU by former President of India, late Hon'ble Shri Pranav Mukherjee in New Delhi on March 21, 2018.

She was invited as chairperson for paper presentation track in event being International Congregation on Women Empowerment, Gender Diversity & Financial Inclusion being held at Dhaka International University, Bangladesh.

Recognized as a Silver level faculty Partner by Infosys under Campus Connect Initiative.

Achieved Dale Carnegie Certificate from Wipro Technologies on '*High Impact Teaching Skills*'.

5 days AICTE TRAINING AND LEARNING (ATAL) online fdp on "LEADERSHIP & EXCELLENCE"

5 days AICTE TRAINING AND LEARNING (ATAL) online fdp on "DYNAMICS OF STRATEGY"  
"Entrepreneurship Development Institute of India (EDI) PO Bhat Dist. Gandhinagar Gujarat, INDIA"

Invited as Judge for the event Grab job (which would include two rounds-Group Discussion and Personal Interview.) to be held on 3rd of April 2019 and 2018 at O P Bhalla Central Library under the theme/program Inno Skills.

**+ Additional Certifications:**

Received Elite + Silver award certificate in 8 weeks Financial Accounting AICTE approved FDP from NPTEL.

Participated in a NIIITR certified & AICTE approved FDP on "Research oriented project work" 24-28 February 2020

Attended two days session on train the trainer and earned professional certification as Trainer from IMA USA, the association of Accountants and professional Trainers July 20, 2017.

Skill Development program training imparted on 'E-commerce and its Management' from 27.03.2017 to 29.03.2017 by National Power Training Institute, Ministry of Government of India.

Conducted a training session on 'Going Digital No Cash Movement' on 27th December 2016 for the students of BBA MRU as per the Vittiya Saksharta Abhiyan initiative of Ministry of HRD.

Attended a seminar on Integrated Reporting organized by US IMA at The Lalit , New Delhi on 12th December, 2016.

Organized and Attended a workshop on Building Business Leaders of the future -Risk as a differentiator' on 15th November 2016.

Attended the valedictory session of the first ever 'Global conference to Strengthen Arbitration and Enforcement in India' at Vigyan Bhavan , New Delhi on 23rd October, 2016.

Attended two days CII's Annual Session 2016 on "Building National Competitiveness" at Hotel Taj Palace, New Delhi, on 4th and 5th April , 2016.

Two days' Workshop on Office 365 by Microsoft on 2nd and 3rd September 2016 at C block organised by Manav Rachna Academic Staff College.

Two weeks (16<sup>th</sup> of May to 27<sup>th</sup> May 2016) professional training on Systems, Applications and Products (SAP) HCM module at F block organised by Career Development Centre MRIU.

Research Methodology and SPSS Workshop by Prof. B. S. Nagi organized by IQAC, MRU from 14<sup>th</sup> to 16<sup>th</sup> December 2015 and 11<sup>th</sup> to 12<sup>th</sup> January, 2016.

Faculty Development Programme on "Ethics and Values at Workplace" organized by Manav Rachna

Academic Staff College, on 2<sup>nd</sup> April 2016.

Faculty Development Programme on “Office Functioning and How to be more Productive @ work” organized by Manav Rachna Academic Staff College, on 21<sup>st</sup> November 2015.

Faculty Development Programme on Multivariate Data Analysis organized by IQAC MRIU, on 16<sup>th</sup> to 17<sup>th</sup> October 2015.

**+ Membership in professional Associations :**

MTC- Global

National HRD Chapter Delhi

Management Paradise (online community)

**+ Administrative Responsibilities:**

Associate Sector Head Admissions - Management

NAAC Coordinator Criterion 5

DRC Member – DMC

Alumni Coordinator –DMC

Surveys and Ranking Data – (Outlook/QS Gauge data )

University Research Council- Member

Board of Faculty Member – DMC

Examination Coordinator- DMC

Program Coordinator 2018 +2017 BBA FAA