

Dr. SURBHI BIRLA

W/o Nikhil Birla

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Objective:

Exploit my interest and skills in the area of Commerce and Management to advance and excel in the field for knowledge and contribute towards growth, coupled with hard work and creativity.

Educational Qualifications:

- Phd. from Sangam University (Enrollment of 2019) on **“Predicting Investment Behavior Towards Renewable Energy Sources for Future : A Study on Power, Manufacturing and Construction Industries in Mewar Region of the State of Rajasthan.”**
- **UGC NET QUALIFIED IN COMMERCE, JULY 2018.**
- MCOM (EAFM) 2017 from M.D.S. University with 79%
- **UGC NET QUALIFIED IN MANAGEMENT, DEC 2012.**
- M.B.A. (Marketing & Finance), 2006- 2008, Pacific Institute of Management, Udaipur, affiliated with Rajasthan Technical University, Kota with 70%
- Senior Secondary, 2003 from R.B.S.E. Ajmer 80.61%
- Secondary, 2001 from R.B.S.E. Ajmer 83.00%

Work Experience:

- Currently working in THE SCHOOL OF MANAGEMENT STUDIES in SANGAM UNIVERSITY as Associate Professor from Feb 2019
- Responsibilities :- **as Program coordinator of MBA Executive, BBA and BBA Retail and Assistant Dean of Management Department**

- Working as an active member of NAAC Committee of the University.
- 3 Years and 7 months experience in SHIV CHARAN MATHUR INSTITUTE OF MANAGEMENT & TECHNOLOGY (MAHILA ASHRAM) .
- Responsibilities :- as an Asst. Professor of Finance & Marketing
- 4 Year work experience in SEETA DEVI COLLEGE as a Faculty(2011-2014)
- Responsibilities :- HoD of Management Department, Faculty of BBA
- 1 Year work experience in Swift College, Bhilwara as a Guest Faculty of BBA. MBA
- 6 Months experience in Max New York Life Insurance Ltd as An Agency Coordinator
- Responsibilities :- Coordinate with HO and manage all activities in office.

Key Assets

- Adaptive and result oriented
- Communication Skill
- Convincing Power
- Strong leadership qualities

BOOK Publications

- Editing the Book “**Emerging Trends in Commerce & Management Volume – 2**” ISBN: 978-93-93239-35-8 with Red’s shine Publications.
- Author the Book “**Financial Market and Services**” ISBN: 978-93-93239-00-6 with Red’s shine Publications.

Research papers: Published and Present

- Published paper entitled **“The Role of E Recruitment and Selection Processes in Shaping Workforce Diversity in Corporate Sectors”** in ABDC Journal Indian Journal of Psychology, ISSN-0019-5553.
- Published paper entitled **“The Synergy Between E-Recruitment and social media: A study on Corporate Selection Strategies”** Asian And Pacific Economic Review, ISSN: 1000-6052,
- Published paper entitled **“TECHNOPRENEURSHIP FOR SUSTAINABLE RELIGIOUS TOURISM IN INDIA SPECIAL FOCUS TO UTTARAKHAND”** Peer reviewed Journal International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS) Volume 08, No.1(I) .
- Published paper entitled **“Enhancing Practices In Hospital Supply Chain Management In India: A Comprehensive Review And Future Directions Study”** SCOPUS “YMER” Vol. 23, Issue-06, June 2024, , ISSN : 0044-0477, Page No.1262-1267.
- Published paper entitled **“Financial Management Practices of Textile Industries Rswm”** UGC Care lisyt group 1 journal “Annals of the Bhandarkar Oriental Research Institute” Vol. CIV, Issue-5, May 2023, Impact Factor: 6.5, ISSN : 0378-1143, Page No. 25- 32.
- Published paper entitled **“An Empirical Study on Measurement of Emotional Intelligence in Banks during Covid 19”** UGC Care journal “SOUTH INDIA JOURNAL OF SOCIAL SCIENCES” Vol. XXI, No.23, January – June : 2023, ISSN: 0972 – 8945, Page No. 46-52.
- Published paper entitled **“An Investigation of Factors Affecting The Behaviour on Investment of Renewables”** UGC Care journal “Education

and Society” Vol. 46, No.4 April-June 2023 ISSN No. 2278-6864, Impact Factor: 5.74, Page No. 87-94.

- Published summary of thesis in e –Book of abstract “**Challenges And Opportunity For Entrepreneurship And Business Growth** ” NLDICM 2023, N.L. Dalmia Institute of Group of Management Studies and Research Page No. 51
- Published Chapter entitled “**A Study on Impact of Technological Shopping on Traditional Shopping**” Book GLOBAL ECONOMY: OPPORTUNITIES & CHALLENGES” edited by INSPIRA Prof. (Dr.) S S Modi, ISBN: 978-81-938131-0-2, Page No. 225-236
- Published paper entitled “ **Impact of Covid -19 on Investment Behavior with reference to Demographic attributes of Investors-A study of Bhilwara Region**” *Anvesak A bi-annual Journal*, ISSN: 0378 – 4568, Vol. 52, No. 9 (I) July- December 2022, 85-95.
- Published paper entitled “**Changing Perspective of Society towards Women Empowerment in Film Industries**” *Anvesak A bi-annual Journal*, ISSN: 0378 – 4568, Vol. 52, No. 9 (I) July- December 2022, 81-84.
- Published paper entitled “**A Study Renewable Energy Investment in Power, Manufacturing and Construction Industries in Mewar Region of The State of Rajasthan**” *Anvesak A bi-annual Journal*, ISSN: 0378-4568, Vol. 52, No. 9 (I) July- December 2022, 178-186.
- Published paper entitled “**An Investigation of Factors Affecting The Willingness to Invest in Renewables Among Environmental Students: A Logistic Regression Approach**”. In *UGC Care Journal of Management*

& *Entrepreneurship*, ISSN : 2229-5348 UGC Care Group 1 Journal, Vol. 16, No.3 (III), July- September 2022, pp.50-57.

- Presented paper entitled " **A STUDY ON IMPACT ON INVESTMENT BEHAVIOR DUE TO COVID-19**". In International Webinar on “Resurgence of Business Growth Post Covid-19: Challenges And Strategies” on 8-9 May 2020 in Faculty of Management Studies, Udaipur.
- Published paper entitled " **A study on E Waste: Major Challenges for E-World**". In International Journal of **Advance research in Commerce, Management & Social Science** ISSN 2581-7930 on March Edition ,2020
- Presented paper entitled " **A study on E Waste: Major Challenges for E-World**". In International Conference on **Environmental & Climatic Consequences: Challenges & Mitigation Strategies** on 21st -22nd December 2019 in Sangam University , Bhilwara.
- Published Research paper on “ **A Study on ‘Impact of Technological Shopping on Traditional Shopping**” in International journal of Advance research in Commerce, Management & Social Science, ISSN 2581-7930. Impact Factor : 5.880 ,
- Published Research paper on “ **To study of Current Education System: Relevance in Practical Life**” in Ascent International Journal for Research analysis VOL 3rd Issue 1, ISSN 2455-5967. Article no 59
- Presented paper entitled " **Highway- Development of Nation or Demotion of Villages**". In National Conference organized by Aryabhata College of Management, Ajmer on 8th September 2018.
- Published Research paper on “ **Emerging Financial Services Offered By Bank (SBI)**” in 4th International Conference (22nd December 2017) on

Socio Economic and Cultural Reforms: Competing in an Innovation Driven Global Economy, Indore(M.P.)

- Presented paper entitled "**To study The Steps Towards The Green India: Green Management Practices**". In International Conference ICCMSSS-2017, IARI, Jaipur on 20th-21st November 2017.
- Presented paper entitled "**To Study The Business Start-Up Initiative, 'Boom for India'**" in International conference ICCMSSS 2017, IARI, Jaipur on 20th-21st November 2017.

Seminars/ Workshop/ Training

- Participated **Three days training of Security Market in NISM, Mumbai** on 5th to 7th March 2025.
- Participated National Level FDP organized by AIU- SU- AADC Sangam University and Association of University on the theme Outcome Based Education : Paradigms Shifts Higher Education on Oct 14-18, 2024.
- Participated National Level FDP organized by Malaviya Mission Teacher Training Centre, Devi Ahilya Vishwavidyalaya, Indore (M.P) on the theme NEP 2020 Orientation & Sensitization Programme on 01-05-2024 to 10-05-2024.
- Participated in the Three-day Training on “AI-Powered Academics: Crafting Content, Visuals, and Presentations organized by Dept. of Research & Publications, A2Z EduLearningHub LLP on 26th, 27th & 28th October 2023.
- Participated in the workshop on “Research Ethics, Tools & Altmetrics” organized by Internal Quality Assurance Cell [IQAC] & Research Cell held at Sangam University, Bhilwara on July 27th, 2023

- Participate and present an International Conference organized by Sangam University, on theme of Analytical and Interdisciplinary Research on 6th to 8th Oct, 2022
- Participate in 5 Days FDP on “Time Series Analysis & Forecasting Using Excel” organized by Inspira Research Association, Jaipur and Chandragupt Institute of Management, Patna, Bihar, India from 25 – 31st July, 2022
- Participate in 2 Days FDP on “Benchmarking Quality Enhancement Initiatives through Innovative Practices” in Sangam University, Bhilwara, on 12th – 13th July 2022
- Participate in 5 Days FDP on “Outcome Based Education & Its Implementations” in Sangam University, Bhilwara.
- Participate in FDP on ICT Tools For Effective Teaching Learning on 26-07-2021 to 02-08-2021 in Sangam University, Bhilwara.
- Participate in Five - Day Faculty Development Program on “Art of Writing Research paper for Indexed and Refereed Journals” **organized by NITTE, Meenakshi Institute of Technology, Bangalore, Karnataka.** (Dec 14-18, 2020)
- Participation in the Event on “**Series on Guest Lectures, 2020**” on the **topic “ Outcome Based Education”** organized by School of Basic and Applied Science, Sangam University, Bhilwara (Raj.) on 14th August, 2020
- Participate one day **International Webinar on ‘ Post COVID 19 Superpower: Computer Science, Health Care, Information Technology and personal Branding’** organized by Department of Computer Science and Engineering, Sangam University, Bhilwara(Raj.) held on 27 June 2020.
- Participate in 7 days Refresher’s Course on IFRS **organized by MDS University, Ajmer.** (June 22-28, 2020)
- Participate in 2 Days **Faculty Development Program on Essentials of writing research papers & case studies for reputed journals**

- organized by **S.S. Jain Subodh PG College, Jaipur**. (June 19-20, 2020)
- Participate in **one month** Refresher's Course **organized by MHRD**. (June, 2020)
- Participate in 3 Days **Faculty Development Program organized by Inspira Research Association (IRA) Jaipur**. (May 29-31, 2020)
- Participate in **Faculty Development Program organized by Vision Group of Colleges**, Chittorgarh. (10-12 January 2020)
- Attended and volunteered a Two days International Workshop on **"Changing Contours of Human Resource Management"** organized by Sangam University, Bhilwara. (23-24 December 2019)
- Completing Short Term Training Programme through ICT **"Assessment and Evaluation under Outcome Based Education"** conducted by National Institute of Technical Teachers' training and Research, Kolkata.
- Attended and volunteered a three days National conference on **"Retail Revolution in India: Reality, Rationale and Repercussion"** organized by Pacific Institute of Management, Udaipur.
- Attended the National conference on **"New Emerging Trends of Marketing"** held on 8th & 9th September, 2007 held at RNIS academy. Udaipur
- Two day training at BSE on **"Technical Analysis & BOLT operations, Mumbai"**.
- Participated in the Zonal conference on **"Behavioral Finance"** held on 15th November, 2007. Udaipur
- Attended a three day National conference on **"Intellectual Property Rights"**. Udaipur

Awards and Achievements:

- Resource Person in ICSSR sponsored workshop on Research Methodology, Sangam University, Bhilwara.
- **Organizing secretary of an International Conference of School of Management Studies, Sangam University**, Theme : Management Practices for Sustainable Future on 7th and 8th April, 2023
- Best Faculty Award in 2020 in Sangam University, Bhilwara.
- Qualify National Skill Qualifications Framework Level -3 of Business Correspondent & Business Facilitators (QP No BSC/Q0301)
- Awarded by GARGIY PURSKAR (State scholarship) in 2001.
- Received SANSKRIT SCHOLARSHIP (National) in 2003.
- Secured 1st position in college during Under Graduation. 1st Year in 2005.
- Secured 3rd position in college Under Graduation in 2007
- Actively participated in NSS in 2003-2006

Summer Training

Training completed at BSL, titled on "Brand Positioning of BSL & Effectiveness of its Advertisement" at BSL, Bhilwara, Rajasthan.

During the training I have practically learnt the skills of marketing. On the basis of key areas (i.e. Advertisement, Sales promotion etc) I compared brand positioning of BSL to its competitor and measured the effectiveness of BSL advertisement in consumers market.

Personal Details:

- Date of Birth: 4th December 1985
- Sex: Female
- Marital Status: Married
- Languages known : Hindi, English, Local

Computer Skills:

- Windows 98 / Me / Win XP
- Ms-Office 2000 / 2003
- Knowledge of generalized computer handling and Internet.

References:

Available on request

Declaration :

I hereby declare that the information given above is true to the best of my Knowledge and believe. If any of them found incorrect I will be responsible for it.

Date.....

Place.....

(Dr. SURBHI BIRLA)