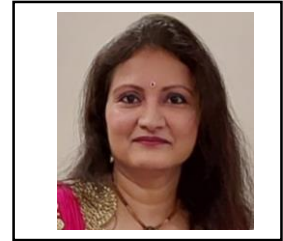


**Monica Sachdeva**  
**Associate Professor**  
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**DOB: 30<sup>th</sup> June 1976**



### **Educational Qualifications**

#### **Ph.D. in Finance**

Department of Applied Business Economics, BR Ambedkar University Agra, India (2013) PhD Thesis: *International funding options in India w.e.f. Post liberalization era*,

Ph.D. Supervisor: (Prof.) Dr. Gopal Babu

Qualified U. G. C. (NET) (2001)

**MBA (Finance & Marketing)**, Punjabi University, Patiala, Punjab, India (1999)

**Bachelor of Commerce (with Honours)** S.D. College, Sector 32, Chandigarh, India (1995-1997)

### **Teaching/Research Experience**

- August 30 2005 till date

**Assistant Professor** (GIA) in the PG Department of Commerce and Management, GGDSD College, Chandigarh

Teaching Commerce and Management subjects at Under-Graduate (B.Com, BBA) and Post-Graduate level (M.Com)

- October 18, 1999- August 29, 2005(Ad-hoc/ management aided)

**Assistant Professor** in the PG Department of Commerce and Management, GGDSD College, Chandigarh

Teaching undergraduate B.Com., BBA & M.Com.

Subject: Business Law, Sales Management. Company Law & Auditing, Organizational Behaviour, Marketing Management, Marketing Research, Consumer Behavior, Organization & Management, Advertisement Sales Management

### **Areas of Interest**

- Marketing and Human Resource Management

### **Publications (Journal/Book Chapters)**

#### **Journal Publications:**

- Published a paper titled *Analysing the Impact of Organisational justice on organizational Citizenship Behaviour in the Banking Sector in International journal of all Research education & Scientific Methods*, An ISO & UGC Cetified Peer-Reviewed/Referred journal UGC Journal:7647 August 2024
- *How Colours affect Communication*, Int. Journal of Research and analytical Reviews, vol.6 issue 1, Year: 2019, PAPER ID: IJRAR19J2425 E-ISSN:2348-1269 E-ISSN 2349-5138
- *Strategic Issues in marketing of consumer and technology products*, Asian Journal of Multidimensional Research, vol.8 issue 3 DOI No:10.5958\2278-4853 Year: 2019 ISSN:2278-4853
- *Evaluation of Effectiveness of Five Time Zone Concept* Int. Journal of HRM & Research vol.9 issue 3 PAPER ID: IJHRMRJUN20197 Year: 2019 ISSN:2249-6874
- *Study of most preferred cab service in Tricity area of Chandigarh, Mohali & Panchkula*, Int. Journal of Management, IT & Engineering., vol.9 issue 4, ID:392-405, Year: 2019, ISSN: 2249-0558

- *Financial sector reforms in India in India w.s.r. to FCCBs* Page: 257-262, EDU World vol. X number 1 Year: 2018 ISSN:2319-7129

**Book:**

- *Business Policy and strategy*, Kalyani Publishers (2017), 978-93-272-7330-4

**Seminars/  
Conferences/Symposiums  
(Paper Presented)**

- **Presented paper** *A Bolometric analysis of job embeddedness w.r.t. hospitality and tourism sector in ICSSR sponsored inter disciplinary national seminar* at Dev Samaj College for Women, Chandigarh March 15,2024
- **Presented a paper** titled *Enhancing the sustainable performance through sustainable leadership, Leader member Exchange and knowledge sharing: A Conceptual Framework* in ICSSR Sponsored International seminar on Sustainable Development in India: Strategies and way ahead, at GGSDS College, Chandigarh Feb 27, 2024
- **Presented a paper** titled *Servant leadership, employee well being and sustainable performance: A primary insight* in ICSSR Sponsored International seminar on Sustainable Development in India: Strategies and way ahead, at GGSDS College, Chandigarh. Feb 27,2024
- ICSSR, International **seminar** on *Swasth Bharat se Sampan Bharat: Resilience, the need of the hour* organized by Guru Gobind Singh College for Women, Sector:26, Chandigarh. **Presented paper** on *E-Surveillance in the workplace: Stress and mental health concerns*. February 17-18,2023
- **Presented paper** on *Electronic Surveillance at workplace: An examination from employees' perspective* in the 16th GJ-IntConMITE 2022 on the theme "Challenge of Changing Patterns in a Borderless World" July 29,2022
- **Presented a paper** on "*The Ideology of Indian Reforms: Making of People's India*" in ICSSR sponsored "National Seminar on Reforms to Transform India" held on March 27th, 2018 at Goswami Ganesh Dutta S.D. College, Chandigarh.
- **Presented a paper** in international conference titled *Nature of strategies serving as a global launch pad for emerging start ups* organised by UBS, Panjab University in December 2017

**Refresher  
Courses/Workshops/  
Training Programmes**

- **Attended** the NEP 2020 *Orientation and Sensitization Programme* under Maalviya Mission Teacher training programme (MM-TTP) of UGC organized by UGC-MMTTC, Sri Guru Tegh Bahadur Khalsa College, University of Delhi Jan 9-18,2024
- **Attended** one week FDP on *Subject-Specific Benchmarking of Learning Outcomes: Outcome-Based Education*, jointly organized by Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh and Guru Angad Dev Malaviya Mission Teacher Training Centre, SGTB Khalsa College, University of Delhi Oct 26-Nov1,2023
- **Attended** 2 day workshop on CO PO held at GGSDS College, Chandigarh July 2023

- 9 days **online workshop** on '*Structural Equation Modeling*,' organised by PG Dept. of Commerce & Management, GGSDS College, Chandigarh. March 2-10,2022
- Online **training session** on '*EBSCO eBook Academic Collection and EBSCO Mobile App*', organized by College library, GGSDS College, Chandigarh. July 12,2021
- Online **Refresher Course** on *Research Methodology in Social Science (Multidisciplinary)* from 5th to 18th February 2021 organised by Human Resource Development Centre, Panjab University, Chandigarh
- One day **Orientation session** on '*National Education Policy*', organized by Institution innovation Cell, GGSDS College, Chandigarh January 9,2021
- Online **FDP** on *Process Management in Problem Solving* conducted by ICT Academy. August 17-22,2020
- National level **FDP** on '*An effective e-content development tools*', organized by IQAC cell of Hon. Balasaheb Jadhav Arts, Commerce and Science College, Ale, Dist. Pune, Maharashtra August 1-2,2020
- National workshop(**FDP**) Technology & instructional reforms w.r.t. online teaching, learning and evaluation organized by CALEM, PU, Chandigarh Under the aegis of PMMMNMTT, Swayam cell and IETVE, PU July 15-20,2020
- One week **FDP** on *Entrepreneurship, Incubation and Innovation*, organized by Teaching Learning Centre, Ramanujan College, University of Delhi, sponsored by MHRD-PMMMNMTT. June 23-29,2020
- 9Hours **FDP** on *Sales force Security Specialist*(online FDP) conducted by ICT Academy June 15-16,2020
- One week **FDP** on *eSim-A free and open source EDA tool* conducted by Dept. of EEE, Pragati Engineering College, in association with spoken tutorial IIT Bombay, (PMMMNMTT), MHRD, Govt. of India June 15-19,2020
- Seven Day online **FDP** (faculty Development Programme) on *Technology and Instructional Reforms with reference to online teaching learning & Evaluation* organized by CALEM, July 2020, Panjab University under PMMMNMTT, MHRD, GOI
- Seven Day online **FDP** (faculty Development Programme) on *Multimedia enriched e-content Development* from 21st to 26th May 2020 organised by S.G.T.B. College, University of Delhi under the PMMMNMTT of MHRD, Government of India
- **FDP/** Short Term Course on *Social-Transformation in India Human Resource Development Centre*, Panjab University, Chandigarh from 20th to 26th February 2020 organized by Human Resource Development Centre, Panjab University, Chandigarh
- **Co-ordinator** of BBA Programme of Panjab University, Chandigarh at GGSDS College :12 years (2001-2013) & (2019-24)
- IQAC Coordinator September 2023 onwards
- Bursar (2019-21)
- Staff secretary (2017-23)
- Organised and coordinated two day workshop for revision of various UG/PG courses in association with University Business

**Administrative duties:**

School at GGSDS College, Chandigarh June 27-28,2022

- **Co-ordinator** 7 days online faculty development programme (22nd July 2021 to 28th July 2021) on Re-Engineering the role of teachers as mentors organized by **UGC-Human Resource Development Centre**, Panjab University, Chandigarh (Under the aegis of RUSA) in association with Goswami Ganesh Dutta Sanatan Dharma College, Sector 32-C, Chandigarh
- **Co-ordinator** of University of the Fraser Valley, Abbotsford BC, Canada Chandigarh Campus
- **In charge** (Faculty Development Programme) of GGSDS College, Chandigarh. Till date I have organized many programmes on faculty development:
- TDW in December 2015 in association with University of the Fraser Valley, Abbotsford BC, Canada (Resource Person: Raymonde Tickner, David Tickner)
- **Convener** of scholarship committee in GGSDS College (2013-15)
- FDW in December 2014 in association with University of the Fraser Valley, Abbotsford BC, Canada (Resource Person: David Tickner, Maureen Widmen)
- **Workshop** on Emotional Intelligence in Oct 2014 (Resource Person: Suzan Beete)
- ISW in August 2014 in association with University of the Fraser Valley, Abbotsford BC, Canada (Resource Person: Raymonde Tickner)
- **FDP** on teaching & learning skills in association with University Business School Chandigarh in May 2014
- Five ISWs during 2014
- **FDP** in the May 2013 in association with University of the Fraser Valley, Abbotsford BC, Canada (Resource Person: Wendy Burton)
- **Co-ordinator** of UGC innovative & Career oriented vocational course of Advertising, sales Promotion & Sales Management : 12 years (2001-2013)
- NSS Programme Officer : 3 years (2006-2009)

#### **Invited Talks**

- **Conducted** Trainer Development workshops at University of the Fraser Valley, Abbotsford BC, Canada in May' 2016

#### **Membership**

- Life membership of Indian Commerce Association (ICA)
- Member PG Board of Studies in Commerce (2017-19)
- Member of Under Graduate Board of Studies in Commerce faculty, Punjab University, Chandigarh (2015-17) & (2019-21)

**Monica Sachdeva**