

# Department of Management

## About the Department

The department aims to create a pool of world class socially responsible leaders who can meet the challenges of dynamic business environment and help to achieve the objective of inclusive growth of the world economy.

Department of Management (DOM) is pioneer in the use of case study method and other such experiential teaching tools to management education in the state. The campus has state-of-art infrastructure and classrooms, experienced core faculty with international exposure. The department is running management programmes namely, Masters of Business Administration (MBA) and PhD in the area of Marketing, Finance and Human Resources. The department is all set to begin with short-term Certificate Programs in the area of Advertising and Retail Management, Credit Risk and Treasury Management and Retail Banking in the near future.

## Courses Offered

Courses Offered	Eligibility Criteria	Sanctioned Intake	Area of Specialization
MBA	Candidate who has passed Bachelors Degree of minimum three year duration in any discipline from a University recognized by UGC	60	Marketing, Finance and Human Resource Management
PhD	As per UGC Norms	----	Marketing, Finance and Human Resource Management

## Faculty Members

Name	Designation	Specialization
Dr. Harmeem Soch (HOD)	Associate Professor	Marketing
Dr. Kapil Gupta	Assistant Professor	Finance
Dr. Mandeep Kaur	Assistant Professor	Finance
Dr. Pooja Mehta	Assistant Professor	HR / Marketing
Dr. Sanjeev Kumar Bansal	Assistant Professor	Commerce
Mrs. Supriya Babbar	Assistant Professor	Agri-business
Dr. Roopali Batra	Assistant Professor	Finance
Dr. Rajpreet Kaur	Assistant Professor	Human Resource Management

**Dr. Harmeen Soch**, Associate Professor and Head of Department has attended many conferences of repute all across the world and has published widely in national and international journals. During her stint at Guru Nanak Dev University, Amritsar between 2001 and 2011, she was granted a major and minor research project amounting to INR 60,000 and INR 6,23,000 by University Grants Commission, New Delhi. Recently in January, 2017 she presented a paper at the IBFR Global, USA and Chaired the session on Marketing. She has consistently been given such laurels like Key Note Speaker; Chair of Session in international conferences; best paper awards; best thesis award by Indian Institute of Management, Ahmedabad. She has published a paper entitled "Mediating Roles of Commitment and Corporate Image in the Formation of Customer Loyalty" co-authored with Dr. Harsandaldeep Kaur, in the *Journal of Indian Business Research (JIBR)*. This paper has been selected as the '**Highly Commended Paper of 2014**' by Emerald Publishing House. She has also published a paper entitled "Impact of Commitment on Customer Citizenship Behavior: An Empirical Study of Supermarkets in India" co-authored with Ms. Nidhi Aggarwal in the *Journal Business Analyst*. Dr. Soch has Chaired a track on '**Product Adoption – I**' at the *2014 INFORMS Marketing Science Conference* held at Atlanta, USA. She has also delivered a '**Key Note Speech**' "Mediating Role of Commitment and Corporate Image in the Formation of Customer Loyalty" at the *Vancouver International Conference for Advanced Research in Business*, Vancouver, Canada in April 2014. Dr. Soch has participated in a **Management Development Program (MDP) on Innovating for Excellence: Programme for Leaders in Management Education** organized by Indian Institute of Management, Ahmedabad (IIMA).

**Dr. Kapil Gupta**, Assistant Professor has presented several research papers in the national and international conferences of repute and has widely published over 20 research papers in journals of international repute. He has secured five Best Research Paper Awards including a Gold Medal for J. L. Batra Best Research Paper Award and Best PhD Dissertation Award. Recently, in December, 2016 his paper entitled '**Estimating Hedging Effectiveness in Indian Equity Futures Market Using Variance Reduction and Risk - Return Approaches**' co-authored with Mandeep Kaur was adjudged for Best Paper Award at CRISIL Doctoral Symposium held at IIM Ahmedabad, India. In 2009, he has also completed a research project with National Stock Exchange of India. In 2010, he went for **Foreign Deputation** in Adelaide, Australia to teach **Security Analysis** to the **Third Semester students of IBS Adelaide, Australia**. Presently, he is also acting as associate editor of International Journal of financial Management and on the board of reviewers of my prestigious journals like Singapore Economic Review and Journal of Indian Business Research.

**Dr. Mandeep Kaur**, M. Com. and PhD (Finance) has over twelve years of experience in teaching and research. She has been serving as Assistant Professor, Punjab Technical University Kapurthala for the last six years. Prior to this, she has worked at Hans Raj Mahila Maha Vidyalaya, Jalandhar as Lecturer, ICFAI National College, Chandigarh as faculty member and University Business School, Panjab University, Chandigarh as research fellow. She has completed her PhD in the area of Finance from University Business School, Panjab University, Chandigarh. Her teaching interests are in the area of Management Accounting, Financial Management, Money and Capital Market, Managerial Economics and Business Environment. She has secured merit position in all exams throughout her career. She has been awarded Junior Research Fellowship for PhD from University Grants Commission. She has also been awarded state scholarship on the basis of +2 exams and National Scholarship on the basis of Matric exams. Her publications are in the area of banking, finance, corporate environmental responsibility and management education. She has

participated and presented her research work at various International conferences in U.S.A, Paris, Canada and Australia. She is guiding students for Doctoral Research in the area of accounting and finance and has participated in workshops and seminars related to finance at National and International level. Currently she is coordinator of M.Com Program of Distance Education of I. K. Gujral Punjab Technical University and also member of Board of Studies of Management. She is also Coordinator of Board of Studies of Hotel Management.

**Dr. Pooja Mehta**, MBA (HRM) and PhD has teaching and research experience of more than 10 years. Prior to joining this university, she worked at Swami Sarvanad Institute of Management and Technology, Dinanagar and Lovely Professional University, Jalandhar. Her research interests lie in industrial and organizational psychology, employee engagement, Human resource management and CSR and consumer psychology. With a strong base in HR, her teaching interests include organizational behaviour, foundations of HRM, labour legislations, Organisational development and change management, organizational psychology, IHRM and cross cultural management. She is regular in delivering modules and lectures in organizational behaviour, organizational development and foundation course of HRM. She has published papers in the area of consumer psychology, employee engagement, Green HRM and talent management. Dr. Mehta has presented papers at various national and international conferences of repute and also participated in various faculty development and research methodology programs. She is guiding students for their Doctoral research in the area of Green HRM, Corporate Social Responsibility and Employee engagement. Dr. Pooja is also working as **content writer** on **e-PG Pathshala, a project under National Mission on Education through ICT (NME-ICT) by Ministry of Human Resource Development (MHRD)**. Currently, Dr. Pooja is having the charge Coordinator, MBA program for Distance education and has contributed in the development of learning modules for the students of distance education. She is an active member of Board of studies for management / commerce / business economics programs being run in I. K. Gujral Punjab Technical University. She has also given her expertise to design and implement the Result framework document for the university in the year 2012 and 2013.

**Dr. Sanjeev K. Bansal** is a professionally qualified person having teaching, research, administrative and industrial experience. A Gold Medalist in M. Com. from Punjab University, Dr. Bansal has also passed the Final Examination of CA, CS and CMA. Apart from teaching at UG & PG Level in various Institutions, he has also worked in Bharat Sanchar Nigam Ltd for more than 8 years as Accounts Officer. While at I. K. Gujral Punjab Technical University, Kapurthala, He has also acted as a special member of Board of Studies (Commerce) and also as Deputy Controller of Exam at PIT Khunimajra. Dr. Bansal has also acted as a Paper setter for a few Universities. He has also conducted viva voce of BBA and MBA examinations of various Institutions affiliated to the University. Now he has been guiding a number of students pursuing PhD He has published more than 19 articles/research papers in various journals of repute. He has also participated in a number of National and International Conferences. His areas of interest include Financial Accounting, Corporate Accounting, Management Accounting, Cost Accounting, Income Tax and Business Ethics etc. In the recent past, Dr. Bansal has co-edited a book entitled “Business and Management: Some Emerging Issues” published by MITRAM, Kolkata. Similarly, he had co-authored a book entitled “Business Ethics and Corporate Governance” published by Kalyani Publishers. Very recently, an article written by him has been published in PIMT Journal of Management, a Bi-Annual Peer-reviewed refereed Journal of Management and IT.

**Mrs. Supriya Babbar**, MBA (Organic agriculture and Food Business) and FDP from IIM Ahmedabad, has over 6 years of experience in corporate, teaching and research. Prior to this, she has worked with Sunstar Organic Foods Pvt. Ltd. as a Brand Promotion Executive at New Delhi. Her teaching interest is in the area of agri-business management, consumer behaviour, service marketing, supply chain and retail management. She did her B. Tech. (food technology) from D.A.V. College, Jalandhar which is under the umbrella of Guru Nanak Dev University, Amritsar and did her MBA (Organic agriculture and food business) from Amity Institute of Organic Agriculture, Amity University, Noida. She has also done PGDCA from IKGPTU, Kapurthala. She is the coordinator Board of Studies (BOS) of courses of hotel management and airlines run under regular education program of I. K. Gujral Punjab Technical University, Kapurthala.

**Dr. Roopali Batra**, Assistant Professor in the department has a teaching and research experience of more than 13 years. She has to her credit 22 research papers in reputed national and international journals. She has a recently published a research paper entitled “An Appraisal of Capital Budgeting Practices in Corporate India” in *Elsevier’s IIMB Management Review (A journal of IIM Bangalore), March 2017 issue*. She also published a paper titled “Survey of Capital Budgeting Practices in Corporate India” with *Sage publication’s Vision: The Journal of Business Perspective (A journal of MDI Gurgaon)*. Other prominent publications include papers published in *Productivity - (A Journal of National Productivity Council of India)*, *Indian Journal of Economics and Business*, *Prabandhan –Indian Journal of Management*, *Global Business Review (Sage Publications)*, *Asia-Pacific Journal of Management Research and Innovation (Sage Publications)*. She is also the reviewer of reputed journals like *Journal of Indian Business Research (Emerald)*, *International Journal of Accounting and Finance (Inderscience Publishers)*, *Asia-Pacific Journal of Management Research and Innovation (Sage Publications)*, *Journal of IMS Group*. She has also presented numerous papers in national and international conferences. Recently, in March 2017, she **chaired a Session** in “International Conference on Skill Development” (ICSD-17) at KMV College, Jalandhar. Her paper on “**Technology Integration in Management Education**” was adjudged as the **Best Paper in the International Conference** on “Role of technology in enhancing the Quality of Higher Education” held at KMV, Jalandhar. Also her paper on “**Redefining Healthcare: A Study of Adoption of Hospital Information Systems in Jalandhar**” was awarded the **Best Paper Prize in National Conference** on “Rethink, Redefine, Redesign: A Futuristic Approach to Business” organized by Apeejay Institute of Management Technical Campus, Jalandhar. Dr. Batra has also served as the **Editor of Apeejay Journal of Management and Technology**, a biannual refereed journal of Apeejay Institute of Management Technical Campus, Jalandhar for two years (2014-16). She has also participated in a **FDP on “Advanced Research Techniques in Finance”** organized by **Sri Ram College of Commerce, University of Delhi**.

**Dr. Rajpreet Kaur** (B.Tech., MBA-HRM, PhD) has teaching & research experience of more than 8 years. Prior to joining this University, she has worked as Assistant Professor at (i) IITT Pojewal, (ii) Rayat Bahra Group of Institutes, Hoshiarpur and (iii) Guru Gobind Singh College of Management & IT, Hoshiarpur. In addition to her primary responsibilities, she also held the positions of **HoD** and **Training & Placement Officer** for couple of years, member of flying squad team and as observer in the university examinations. She was awarded as best observer during her tenure. Her **research interests** include stress management and work family life balance. Her **teaching interests** include but not limited to human resource management, organizational behaviour, labour laws and industrial relations. Rajpreet’s research outcome has been published in 8 journal of national, international repute

and UGC approved. Her recent publication appeared in *International Journal in Human Resource Management and Research* (impact factor > 4.5). She has also presented her research work in 19 national and international conferences / proceedings. She has also published a research paper in *International Journal of Human Resource Management Research published by Scientific & Academic Publishing, USA*. In addition to 6 book chapters, she has also single authored one book entitled “*Work and Family Life Balance*”. Simultaneously, she chaired a session on “emerging sociological trends & their impact on contemporary crime patterns for gazetted officers / inspectors” at MRS Punjab Police Academy, Phillaur. She also attended workshop training on “quantitative methods and techniques in social science research” held at Punjab University, Chandigarh. She further gained her expertise through 5 faculty development programs on research methodology, communication skills, intellectual property rights and patenting at NITTR Chandigarh and I.K Gujral Punjab Tech. Univ. Jalandhar. Her international visits and exposures for research work include University of Toronto, University of Calgary, York University, Bow Valley College of Sheridan Institute of Technology and Advanced Learning, Brampton.

## Fee Structure

S. No.	Content	First Semester INR	Second Semester INR	Third Semester INR	Fourth Semester INR
1.	Tuition Fee	30,000/-	30,000/-	30,000/-	30,000/-
2.	Development Fund	4,300/-	4,300/-	4,300/-	4,300/-
3.	Student Related Fee	2,700/-	2,700/-	2,700/-	2,700/-
4.	Securities (Refundable)*	8,000/-			
5.	Other Fee*	1,600/-			
6.	University Related Fee	1,150/-		550/-	
	<b>Total Fee</b>	<b>47,750/-</b>	<b>37,000/-</b>	<b>37,550/-</b>	<b>37,000/-</b>

*\*One time payment only*

<b>Security (Refundable)</b>	Includes: Library security etc.
<b>Other Fee</b>	Includes: Students amenities / Development, Identity card & library etc.
<b>University related Fee (To be remitted to the University)</b>	University Related fee includes: University Registration Fee, Eligibility / Enrolment fee, University Continuation fee, Youth welfare fee, Cultural & Allied activities charges, University Sports Facilities Development fee, University sports fee etc.

### Pease Note:

- 1. The above fee does not include hostel related fee & mess charges, sports facilities, Blazer (as applicable) etc.**
- 2. Examination Fee of Rs. 700/- will be charged per semester in addition to above mentioned fee.**
- 3. Fee is subject to change without prior intimation / notice.**