

## *RG-04: Leadership & Management*

Research Director (Prof. Parul Jhajaria)



### Brief Profile:

Prof (Dr.) Parul Jhajaria is currently associated with Manav Rachna University as Dean Faculty of Management & Commerce & Professor – OB & HR since 2018. She has total 30 years of experience with 28 Years in Academics and 2 years in Consultancy. She has worked with many Universities and her longest tenure had been in Amity University, Uttar Pradesh where she worked for 15 years as Director – MBA – HR, Additional Director of Amity College of Commerce and Finance. She has published 3 books in case Studies in Management and written numerous 18 Research Papers in National, International journals and published 8 Research papers in Scopus Indexed Journals. She has supervised many Research Scholars at Manav Rachna University and 8 Scholars have been awarded Doctoral Degrees. She is a acclaimed Corporate trainer having conducted more than 100 hours of trainings in areas like Team Building, Presentation skills, Communication skills, supervisory Skills, Conflict Management etc. with companies like NTPC, JSPL, SAIL, Allahabad bank, Jubliant Organosys to name few.

### VISION:

- To attain Global prominence by developing strategic thinking, and ethical corporate executives through values-based management education driven by high impact research.

### MISSION:

- Ensure the smooth functioning and effective Management of R&D at the institution.
- Provide a focal point in the institution to co-ordinate R&D activities between various departments, faculty members and research scholars of the respective institution.
- Communicate with public and private sectors and identify R&D projects including consultancy services which could be undertaken at their institution.
- Implement and follow-up on progress and monitoring of on-going projects.
- Assist in matters related to collaborative research with other agencies.

### THRUST AREAS

School of Management and Commerce, Manav Rachna University has been one of the leading Schools in India since years. In important fields like marketing, finance, human resources, operations, strategic management, and information management, it offers state-of-the-art instruction and research. The establishment and constant updating of research thrust areas is done in response to the demands of market dynamics and the most recent advancements in the field, as well as to improve the productivity and sustainability of scholars studying management research.

- Mapping SDG goals
- NEP goals
- Marketing, Finance, Economics, Human Resource Management
- Financial Inclusion
- Consumer research and business analytics
- Multi-disciplinary learning with choice of subjects over and above the core management subjects for collaborative research
- Entrepreneurship
- New-age management skills
- Operations Management and Supply Chain
- Mindfulness and Spirituality
- Physical and mental well being

#### ONGOING PROJECTS

- Dhanyotsmi
- Bring Hope

#### EVENTS/ ACTIVITIES

- Online Guest Lecture on ""Decoding Hypothesis Testing: Revealing The Insights" on 19 Aug, 2023 by Dr. Shivoham Singh ( Professor, SMC, MRU)
- International Conference on "Business Transformation, Innovation, and Sustainability: Changing Global Paradigm" 2023 held on April 28-29, 2023.
- DMC, MRU organised an online guest lecture on the topic Importance of Literature Review in High-Quality Research on 13th Feb 2021 from 11:00 am - 12:30 noon on Google meets platform.
- Guest lectured conducted on "Utility of Business Mathematics in any Enterprise" by: Dr Neha Jain
- Department of Management and Commerce, MRU organised a workshop on EViews and SPSS on 15th May, 2021 through online mode. The session covered data analysis like descriptive analysis, correlation analysis, stationarity test and regression analysis through EViews by Dr. Sachita Yadav and Dr. Animesh has given hands-on session on creation of new variables, reliability test, Cronbach Alpha, regression, EFA, CFA and factor analysis through SPSS.
- FDP Conducted by Dr Avasthi on How to get your Research Paper published in Scopus Indexed Journal.
- FDP Conducted by Dr Nagi on How to Write Research Paper.
- FDP on Qualitative Research on NVIVO in March, 2022.

- Faculty Development Program conducted by Dr Jaspreet Kaur, Associate Professor, Pearl Academy.
- Business Startups and Innovation Management conducted by National Institute of Technical Teachers Training and Research Chandigarh, Ministry of HRD Government of India attended by Dr. Yogita Sharma and Dr. Pooja Kapoor.
- Department of Management, MRU organized a 'Case Study Workshop' for the faculty of MRU on 16th of November. The speaker for the event was Dr. Anuja Pandey, Faculty, Trainer, Consultant and Researcher, AIMA.
- The Department of Management & Commerce, MRU, conducted a specialized workshop under on “How to Publish a Research Paper” on 16<sup>th</sup> March 2019.
- School of Management and Commerce, Manav Rachna University is organized a Soft skill session on:- Designing a Questionnaire – Understanding of Measurement Scales” with, Dr. Archana Bhatia- Associate Professor and HOD Dept of Commerce DAV Centenary College, Faridabad.
- School of Management & Commerce, conducted an online session on PivotTables as part of the Management Development Program (MDP) on "Financial Decision-Making Using Excel." The session took place on August 11, 2023.
- School of Management and Commerce, Manav Rachna University conducted a One-Day Workshop on SPSS and AMOS on 6<sup>th</sup> May 2023.

#### ACHIEVEMENT AND OUTCOMES

- Total Publications in Journals till date – 45
- Scopus Publications – 28
- Granted Patents with MRU affiliations – 3
- Publication (Book / Book Chapter/ Case Study) – 15
- Total Ph.d awarded in the department - 19