

## Department of Management

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.

### Programme Offered

Programme	Intake	Duration
BBA	45	3 Years
MBA	60	2 Years
PhD	As per UGC Norms	

### Research Areas

- Marketing
- Finance
- Human Resource Management
- Commerce

### Infrastructure / Labs

Department is a pioneer in the use of case study method and other such experiential teaching tools to management education in the state. This pedagogy and use of cases and other experiential tools have mandatorily been added in the curriculum to ensure world class teaching on campus. Faculty from various IIMs comes on a regular basis to interact with students for their all round personality development. Since inception, DOM follows Choice Based Credit System as recommended by University Grants Commission (UGC), New Delhi for evaluating student performance for MBA as well as PhD Coursework.

### Faculty

Name	Designation	Specialization	Experience
Dr. Harmeen Soch (HOD)	Associate Professor	Marketing	19 years
Dr. Kapil Gupta	Assistant Professor	Finance	15 years
Ms. Supriya Babbar	Assistant Professor	Agri-business	7 years & 6 months
Dr. Mandeep Kaur	Assistant Professor	Finance	13 years & 8 months
Dr. Pooja Mehta	Assistant Professor	HR / Marketing	11 years

Dr. Sanjeev Kumar Bansal	Assistant Professor	Commerce	Research / Teaching: 13 years Industrial: 7 Years
Dr. Roopali Batra	Assistant Professor	Finance	14 years & 6 months
Dr. Rajpreet Kaur	Assistant Professor	Human Resource Management	8 years & 8 months

### Projects Undertaken by Faculty

Project Title	Funding Agency	Principal Investigator
Construction and Standardization of a Scale for Measuring the Customer Relationship Management Activity in an Organization	University Grants Commission, New Delhi	Dr. Harmeem Soch
Critical Success Factors and Driving Forces for Wireless Web Adoption – An Empirical Investigation of Indian and Canadian Consumers	University Grants Commission, New Delhi	Dr. Harmeem Soch
Price Discovery and Arbitrage Efficiency in the Indian Equity Futures and Cash Markets	National Stock Exchange of India	Dr. Kapil Gupta

### Research Scholars

Name	Title of Thesis	Funding Agency	PhD Supervisor
Anju Bala	Long Memory and Liquidity in Indian Equity Market	UGC	Dr. Kapil Gupta
Deepali Soni	Corporate Social Responsibility and Employee Engagement: A study of selected Indian Banks in Delhi	UGC	Dr. Pooja Mehta
Harleen Kaur	A study Brand Equity	UGC	Dr. Rajpreet Kaur
Davinder Kaur	A study on E-recruitment	UGC	Dr. Harmeem Soch

### Events Organised

- National Workshop on **Research Methodology: Basics and Advances in Structural Equation Modeling** (June 23 - 29, 2016)
- Workshop on **Basics of Research Methodology & Statistical Tools** (April 15 - 16, 2016)

### Faculty Participation/Paper Presentation in Conferences

- Soch, Harmeem (2017), "**Moderating Role of Engagement on the Relationship between Negatively-Valenced Word of Mouth and Loyalty**", presented at *Global Conference on Business and Finance*, Las Vegas, USA. (Co-author - Priyanka Kaushik)

- Soch, Harmeem (2017), "**Moderating Role of Face Consciousness on the relationship between Image Congruence and Behavioural Intention: A Comparative Study of Indian and Canadian Smartphone Market**", presented at the "7th IIMA Conference on Marketing in Emerging Economies" IIM, Ahmedabad (Co-author – Kuljeet Kaur)
- Soch, Harmeem and Kaushik, Priyanka (2017), "**Understanding Antecedents of Customer Engagement Behaviour and its Relationship with Marketing Metrics**" presented at the 2017 Annual Conference of Emerging Markets Conference Board (EMCB), IIM, Lucknow. (Co-author - Priyanka Kaushik)
- Kaur, Mandeep (2016), "**Corporate Green Reporting Practices: Industry wise Variation Analysis**" presented at *International Conference on Corporate Social Responsibility and 6<sup>th</sup> Organisational Governance*, at Melbourne, Australia.
- Gupta, Kapil and Kaur, Mandeep (2016) "**Estimating Hedging Effectiveness in Indian Equity Futures Market Using Variance Reduction and Risk-Return Approaches**" presented at *CRISIL Doctoral Symposium 2016 held at Indian Institute of Management, Ahmedabad*. (Co-author- Mandeep Kaur).

### Faculty Publications

- Batra, Roopali and Verma, Satish (2018), "**Non-financial criteria in project appraisal methodologies: empirical evidence from Indian companies**" , *International Journal of Accounting and Finance*, (Inderscience Publishers), Volume.8, Issue 1, 80-102
- Kaur, Mandeep and Singh, Udeybeer (2017) , "**Management Efficiency in Private Sector Banks of India**" *International Journal of Management Studies* 128-141
- Batra, Roopali and Verma, Satish (2017), "**Appraisal of Capital Budgeting Practices in Indian Corporate Sector**", *IIMB Management Review (Elsevier)*, a Journal of IIM, Bangalore, Volume 29, Issue 1, 29-44.
- Bhalla, Rajni, Singh, Inderpal, Bansal, Sanjeev K. (2017) "**Towards Understanding the Role of Perceived Security and Privacy in Influencing Internet Banking Adoption in India**" *International Journal of Management Studies*, Vol-IV, Special Issue-2, 2231-2528.
- Kaur, Gagandeep and Kaur, Rajpreet (2017), "**Relationship between Socioeconomic Status of The Research Students and their Internet usage**", *Researchers World - Journal of Arts, Science & Commerce*, Volume 8, Issue 4(1), (October), 48-57.
- Singh, Robin Inderpal, Bansal, Dr.Sanjeev K. and Singh, Dr.Jagwant (2017), "**Impact of Foreign Direct Investment Inflows on Brazilian Economy**", *International Journal of Research in Commerce, IT and Management*, Volume 7, Issue 5,12-16.
- Kaur, Mandeep and Singh, Udeybeer (2017) , "**Management Efficiency in Public Sector Banks of India**" *International Journal of Applied Business and Economic Research*, ISSN No.0972-7302
- Kaur, Rajpreet (2017), "**Occupational Stress among Workers & its impact on their Work Performance: A Case Study of Vardhman Pvt. Ltd. Hoshiarpur, Punjab**", *Inspira-Journal of Commerce, Economics & Computer Science (JCECS)*, Volume3, Issue 2 41-49.
- Soch, Harmeem and Kaushik, Priyanka (2016), "**Moderating Role of Incentives on the Relationship between Customer Characteristics and Customer Engagement Behaviour**", *International Journal of Science Technology and Management*, Volume 5, Issue 10, 61-69.

- Shankar, Uma and Gupta, Kapil (2016), “**Pricing Efficiency of Equity Index Option Contracts: Evidence from National Stock Exchange of India**” *Journal of Commerce and Accounting Research*, Volume 5 Issue 1, 1-25.
- Sharma, Nitya and Mehta, Pooja (2016), “**Make in India: Realism or Virtualism**”, *Vaanijya*, Vol. 5.

### **Academic Achievements and Awards Won by Faculty**

- **Dr.Kapil Gupta (Assistant Professor) and Ms Mandeep Kaur (Senior Research Fellow)** received **Best Paper Award** for the paper titled "*Estimating Hedging Effectiveness in Indian Equity Futures Market Using Variance Reduction and Risk - Return Approaches*" at CRISIL Doctoral Symposium held at IIM Ahmedabad, India on December 20, 2016.
- **Dr.Harmeem Soch (Associate Professor)** delivered *Session Chair*, track on 'Marketing' at the Global Conference on Business and Finance, Las Vegas, USA on Jan 2-5, 2017
- **Dr. Roopali Batra (Assistant Professor) and Ms Gurkanwal Kaur (Research Scholar)** received the **Best Paper Award** for the paper titled “*Comparative Analysis of Corporate Governance Practices in Public and Private Sector Banks in India*” at Finance Conclave- 2018 organised by LPU in association with IMA-The Association of Accountants and Finance Professionals in Business on April 06-07, 2018.

### **Celebration of Entrepreneurship Week**



**Republic Day Celebrations**



## Farewell 2018



**MBA Fresher's Party 2017**

