

# PROF. UBBA SAVITA

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**Father's Name:** Lt. Col. Om Prakash (Retd.)  
**D.O.B.:** August 24, 1979  
**Designation:** Professor  
**Department:** Haryana School of Business, GJUS&T, Hisar  
**Area:** Marketing, Retailing  
**E-mail ID:** u\_savita@yahoo.co.in

## **Educational Qualification**

Masters in Business Administration from KUK in year 2001, also cleared UGC – NET & JRF exam in year 2001.

Awarded Ph.D. on the topic 'Awareness, Attitude and Responsiveness of Consumers towards Green Marketing in Relation to Some Demographic Variables'.

## **Teaching Experience**

More than 18 years of teaching experience with Haryana School of Business, GJUS&T, Hisar from November 2005 onwards.

## **Research Supervision**

- Ph.D.  
Awarded- 9  
Submitted- 3  
Ongoing – 4
- M.Phil.  
Awarded -2
- MBA / M Com  
Research Project - 16

## **Leadership Roles**

- Chairperson, Women Cell, GJUS&T, Hisar from 21 Nov 2023 to 16 May 2024

- Dean, International Students, GJUS&T, Hisar from 16 July 2021 to 30 June 2023
- Coordinator, PhD Programme, HSB from 01-07-2020 for a period of two years
- Coordinator, MBA Marketing Programme from 30-01-2015 to 03-05-2017
- Editor, HSB Research Review, UGC CARE listed Bi-annual Journal of HSB

### **Membership**

- PGBOS&R, Haryana School of Business, GJUST, Hisar
- Adhoc PGBOS&R, Dept. of Management, CBLU, Bhiwani
- Faculty Board, Dept. of Management, Dept. of Commerce, Dept. of Economics, CBLU, Bhiwani

### **Research Project**

A minor research project submitted entitled “Perception and Expectation of the Stakeholders towards Retailing as a Career Option” funded by GJUS&T, Hisar. (year 2010)

### **Conference Organised**

Convener, HSB 8<sup>th</sup> Annual National Conference on “*Business and Management*”, Feb., 10-11, 2016, organized by Haryana School of Business, GJUS&T, Hisar.

### **Co-ordination**

- Coordinated one-week workshop on Research Methodology and Data Analysis for PhD scholars in Social Sciences from 13-17 September 2021
- Coordinated one-week online workshop on Fundamentals of Business and Management Research for scholars in Pre-PhD course work from 15-23 June 2020
- Coordinated one-week workshop on Research Methodology and Data Analysis for PhD scholars in Social Sciences from 12-18 December 2019
- Coordinated UGC Sponsored Interaction Programme Cum Workshop on Research Methodology dated 28 Feb., 2014 to 06 March, 2014

### **Published Research Papers: 52**

#### **National Journals:**

1. Ubba Savita, Madhuri Gandhi and Jyoti, (2024), Role of Private Label Familiarity in Consumer Purchase Intention Towards Apparels, The IUP Journal of Brand Management, Vol. 21(1), 5-21.
2. Gupta Ashwerya and Ubba Savita, (2024), Do eWOM and Brand Image Drive Purchase Intention of Online Travel Shoppers: A Case Study of Delhi - NCR, Indian Journal of Marketing, Vol. 54(3), 44-60. ISSN: 0973-8703, Scopus Listed

3. Ubba Savita, Jyoti and Madhuri Gandhi (2023), Online Perceived Risk: A Comparative Study in Multichannel Retail Environment, Gateway International Journal of Innovative Research, 66-90.
4. Gupta Ashwerya and Ubba Savita, (2023), How are eWOM Credibility and Purchase Intention InterRelated? A PLS-SEM Analysis, Purushartha- A journal of Management, Ethics and Spirituality, Vol. XVI, No. 1; March - August 2023, Print ISSN: 0975-024X; Online ISSN: 2456-1371, DOI: 10.21844/16202116107, 93-103. <http://journals.smsvaranasi.com/index.php/purushartha/article/view/1742/838>, Scopus Listed
5. Ubba Savita, Ashwerya Gupta and Shruti Mehta, Jan-June 2023, “Do Trust and Brand Image Matter? Exploring the Effects of eWOM on Purchase Intention, HSB Research Review, Vol. 18(1), 53-65, ISSN- 0976-1179.
6. Ubba Savita, Garima Chandna and Mayank Saini, May 2023, “Influence of Select Antecedents on Customers’ Experience in Omni-Channel Retail: A Meta-Analysis”, Bimaquest: A Journal of Insurance, Pension and Management, Vol. 23(2) , 53-72, ISSN-0974-0791.
7. Ubba Savita and Upasna Sheoran, Jan-June, July-Dec 2019, “Decision-making Styles of Consumers for Electronic Gadgets”, HSB Research Review, Vol. 14 (1&2), 35-45.

#### **International Journals:**

1. Ubba Savita and Garima Chandna, 2026. From fragmentation to integration: how channel cohesion and empowerment improve the customer journey in digital banking. SAM Advanced Management Journal, 1-25. <https://doi.org/10.1108/SAMAMJ-07-2025-0046>
2. Ubba Savita and Garima Chandna, 2025. Seamless banking: investigating customer experience in the omni-channel era. SN Business & Economics, 6(1), <https://doi.org/10.1007/s43546-025-01026-z>
3. Ubba Savita and Garima Chandna, 2025. Understanding the interplay between shopping motivations, customer experience and re-purchase intention: a gender based moderation mediation model. JIMS8M-The Journal of Indian Management & Strategy, Special Issue, 1<sup>st</sup> International Conference on Sustainability, Technology & Innovation, AI and Analytics, Green Practices and Entrepreneurship & Management (STAGE 2025), <https://doi.org/10.5958/0973-9343.2025.00042.7>
4. Ubba Savita and Garima Chandna, 2025. Investigating omni-channel satisfaction through the lens of channel integration: A serial mediation model. Asian Journal of Business Research, 15(4), <https://ajbr.co.nz/ajbr/ajbr250208.pdf>
5. Ubba Savita and Mayank Saini, 2025. What shapes farmers’ perceptions of supermarket retail chains? An exploratory study in India. British Food Journal, 1-20. <https://doi.org/10.1108/BFJ-02-2025-0194>
6. Ubba Savita and Bishnoi Parul, 2025. Shifting paradigms in home furnishings: decoding showrooming behavior through the lens of theory of planned behavior. IIMT Journal of Management 2 (2), 171-192.
7. Ubba Savita and Bishnoi Parul, 2025. From offline search to online purchase: Exploring the moderated mediation model of showrooming intention in home furnishings. SAM Advanced Management Journal 90 (3), 262-282.

8. Ubba Savita and Mayank Saini, 2025. Navigating high-value marketing channels for fruit and vegetable farmers in India. *International Journal of Retail & Distribution Management*, 53(7), 604-622. <https://doi.org/10.1108/IJRDM-02-2024-0082>
9. Ubba Savita and Rani Pinki, (2025), Investigating Customer Involvement, Customer Engagement Dimensions, and Customer Loyalty in the Smartphone Industry: A Social Exchange Theory Perspective, *International Journal of Bibliometrics in Business and Management*. DOI: 10.1504/IJBBM.2025.10071542
10. Ubba Savita, Pratibha Bhardwaj and Himani Sharma, 2025, Linkage between Empowerment, Commitment and Organisational Citizenship Behavior in Indian Retail Sector, *The Learning Organisation*, 32(3), 459-478, DOI: 10.1108/TLO-06-2023-0104
11. Ubba Savita and Jyoti, 2025, Understanding Consumer Behaviour of Selecting Offline Channel in Multichannel Retail Environment, *Asian Journal Of Management and Commerce*, 6(1),134-141, DOI: <https://doi.org/10.22271/27084515.2025.v6.i1b.451>
12. Ubba Savita and Rani Pinki, (2024). Unveiling the Origins of Customer Engagement and its Loyalty Effects: A Meta-Analysis. *International Journal of Indian Culture and Business Management*, Inderscience, ISSN Online: 1753-0814, ISSN Print: 1753-0806. Impact Factor (Clarivate, 2024): JIF 0.6 | 5-Year IF: 0.7 | JCI: 0.11.
13. Ubba Savita and Madhuri Gandhi, 2024, Mediating Effect of Perceived Risk on Familiarity and Purchase Intention: An Empirical Analysis for Private Label Apparels, *Asia Pacific Journal of Business Administration*, 1757-4323 <https://doi.org/10.1108/APJBA-04-2024-0178>,. Scopus Listed.
14. Ubba Savita and Mayank Saini, 2024, Exploring Buyer-Seller Relationships in Indian horticultural marketing: A focus on supermarket buyers. *Australian Journal of Agricultural and Resource Economics*, 68(4), 912-930. Doi:10.1111/1467-8489.12580
15. Ubba Savita and Jyoti Jhahra, 2024, Restaurant attributes and customer switching intention in casual dining restaurants: A mediation analysis, *Asian Journal of Management and Commerce*, 5(1), 379-388. DOI: <https://doi.org/10.22271/27084515.2024.v5.i1e.283>, E-ISSN: 2708-4523.
16. Ubba Savita, Mayank Saini, Garima Chandana, 2024, “A closer look at farmers’ participation in the supermarket supply chain using bibliometric and content analyses”, *Journal of Agribusiness in Developing and Emerging Economies*, 14(3), 455-469. DOI 10.1108/JADEE-06-2022-0128, 1-15.
17. Ubba Savita, Pratibha Bhardwaj, Himani Sharma and Pinki Rani, 2023, Relationship Between Retail Service Quality Dimensions and Customer Satisfaction: A Study on Indian Hypermarket Shoppers. *IUP Journal of Marketing Management*, 22(4), 40-68.
18. Parul and Ubba Savita, 2023, The emergence of Showrooming Behaviour in the New Retailing Era: A Literature Review, *Communication and Management Journal*, 8(10), 152-183, ISSN No. 2269-7195, Scopus Listed
19. Gandhi, Madhuri., Ubba, Savita., & Jyoti. (2023). Effect of Consumer Value Perception on Consumer Purchase Intention: A Case of Private Label Apparels. *Global Business Review*, 0(0). <https://doi.org/10.1177/09721509231166256>, Scopus Listed
20. Rani Pinki and Ubba Savita, (2023), Conceptual Framework to Assess the Role of Customer in Forming Customer Loyalty, *Communication and Management Journal*, 8(10), 184-197, ISSN No. 2269-7195, Scopus Listed

21. Ubba Savita and Madhuri Gandhi, March 2023, "Role of In-Store Cues in Forming Purchase Intentions Towards Private Labels", Gateway International Journal of Innovative Research, Vol. 2, (1), 1-13.
22. Ubba Savita, Pinki Rani and Pratibha Bhardwaj, Nov. 2022, "Analysis of the antecedents of customer engagement for Asian and American mobile phone brands in India", Manager- The British Journal of Administrative Management, Vol. 58(156), 274-294, ISSN- 1746 1278.
23. Ubba Savita and Madhuri, 2021, "Identifying the Factors Affecting Purchase of Private Label Brands", International Journal of Marketing and Business Communication, Vol. 10(3), 01-11.
24. Ubba Savita and Jyoti Jhahhra, October 2020, "Understanding the Sector Specific Antecedents of Customer Switching via Literature Review", The IUP Journal of Management Research, Vol. XIX No. 4, 46-71.
25. Ubba Savita and Upasna Sheoran, May-July 2020, "Preferences and Behaviour toward e-gadget: A study of consumers in Chandigarh", Indian Journal of Marketing, Vol 50 (5-7), 22-34.
26. Ubba Savita, Pooja Yadav and Preeti Sharma, July 2019, "Selection of QSRs on the basis of Customers' Marital Status: A Study of Gurugram City", UNNAYAN: International Bulletin of Management and Economics, Vol. XI, 174-186.
27. Ubba Savita and Vishal Verma, April-June 2019, "Exploring the Motives and Barriers for Purchasing Organic Food in Delhi", ELK Asia Pacific Journal of Marketing and Retail Management, Vol. 10, Issue 2, 95-106.
28. Ubba Savita and Monika Rani, 2017, "Environmental Awareness as a Driving Force in Shaping Green Purchasing Behavior: Empirical Evidence from Indian Consumers", International Journal of Applied Marketing and Management, Vol. 2, No. 2, 11-21.
29. Ubba Savita and Shruti Sharma, 2017, "Do Franchisor and Franchisee Really Perceive Alike? Evidence from Indian Education Sector", Global Business Review, Vol .19, No. 5, pp 1379-1395.
30. Ubba Savita and Preeti Sharma, 2017, "Influence of Culture and Store Attributes on Post Purchase Behaviour in Unorganised Retail Sector of India: A Literature Review", International Journal of Application or Innovation in Engineering & Management, Vol. 6 (8), 184-201.
31. Ubba Savita and Mukesh Malik, "Atmospherics and Store Attractiveness: Revisiting Retail Basics ", International Journal of Management and Social Science Research Review, Vol 1, Issue 15, Sept 2015, pp 233-240 , ISSN 2349-6738
32. Ubba Savita and Mukesh Malik, "Atmospherics: Will it Work for Indian Apparel Retail Stores " , Journal of Human and Work Management, Vol 2, No. 2, 2014, pp 107-112.
33. Ubba Savita, "Environmental Awareness And Behavior of People in Northern India: A Comparative Study " , , International Journal of Advance Research and Innovation, Vol. 1 (2014), pp. 288-294.
34. Ubba Savita, Naresh Kumar, "Consumer Attitude towards Environment Friendly Products: A Comparative Analysis" The IUP Journal of Marketing Management, Vol. 9, No. 1&2, 2010, pp 88-98.

### **Book Chapters Published**

1. Ubba Savita, Pinki Rani and Parul, Nov 2024, "Antecedents of Customer Engagement and its Mediating Role in Determining Customer Loyalty: With Special Reference to Smartphone Users in India", In Conference Proceedings of 19<sup>th</sup> International Research

Conference on Management and Finance, 26 Nov 2024, University of Colombo, Sri Lanka, 311-345, ISBN 978-624-5518-01-2.

2. Ubba Savita and Parul, Feb 2024, "Understanding The Role of Consumer Related Factors in Determining Showrooming Intention Via Literature Review" *Analect: Rersearch Inputs in Sustainability, Technology, Entrepreneurship and Management*, Arihant Books, New Delhi, 200-213.
3. Ubba Savita and Jyoti, Feb 2023, "Understanding The Consumer Buying Patterns of Essential and Non-Essential Goods Before and After Lockdown" *Florilegium: Management Theory, Research and Practices*, Arihant Books, New Delhi, 422-428.
4. Ubba Savita and Mayank Saini, Feb 2023, "Factor Motivating Farmers To Participate In Supermarket Supply Chain:A Literature Review" *Florilegium: Management Theory, Research and Practices*, Arihant Books, New Delhi, 451-464.
5. Ubba Savita and Garima Chandna, Feb 2023, "Customers' Experience: Antecedents and Outcomes in Omni-Channel Retail: A Systematic Literature Review" *Florilegium: Management Theory, Research and Practices*, Arihant Books, New Delhi, 493-501.
6. Ubba Savita, Pratibha Bhardwaj and Himani Sharma, 2022, "Relationship between Employee Related Variables and Customer Satisfaction: A Literature Review", *Quintessential Reflections: Management Theory, Research and Practices*, DBH Publishers & Distributors, New Delhi, 424-435.
7. Ubba Savita and Pinki Rani, 2022, "Antecedents and Consequences of Customer Engagement: A Systematic Literature Review", *Quintessential Reflections: Management Theory, Research and Practices*, DBH Publishers & Distributors, New Delhi, 436-460.
8. Ubba Savita and Jyoti, 2021, "Exploring the Antecedents for Customer Channel Choice via Literature Review", *Research in Business Management: Theoretical Framework and Empirical Evidences*, DBH Publishers & Distributors, New Delhi, 303-318.
9. Ubba Savita and Preeti Sharma, 2020, "Gender and Shopping Preferences: An Indian Kirana Store Perspective", *Collectanea: A Glimpse of Contemporary Business and Management Research*, Excel Books, Delhi, 349-359.
10. Ubba Savita, Pooja Yadav and Preeti Sharma, 2018, "Influence of Social Environment on Service Outcomes in Retail Outlets: A Literature Review", *Assemblage: An Anthology of Business and Management Research*, Wisdom Publications, Delhi, ISBN 978-93-85504-66-2, 375-391.
11. Ubba Savita and Vishal Verma, 2017, "Influence of Attitudes and Subjective Norms on Intention to Buy Organic Food: A Literature Review", *Management Insight: A Glimpse of Contemporary Research*, DBH Publishers and Distributors, New Delhi, 455-468.
12. Ubba Savita and Anju Verma, 2017, "Mismatched Perception and Expectation of Retail Stakeholders: An Assessment of Retail Store Jobs", *Effulgence*, Vol. 15 (2), 33-43.
13. Ubba Savita, Mukesh Malik, "The Effect of Retail Store Attractiveness on Purchasing Behaviour in Apparel Stores: Gender as a Differentiating Factor", *Management Mosac-Traversing Across Assorted Research Arena*, Wisdom Publications, Delhi, 2016, pp 233-248, ISBN: 978-93-85504-14-3.
14. Ubba Savita and Monika Rani, "Is Indian Market Ready for Green Products: An Assessment of Environmental Awareness?", *Emerging Horizons in Business Management*, Victorious Publishers, Delhi, 2015, pp 176-191.
15. Ubba Savita and Shruti Sharma, "Investigating Franchisee's Perspective of Relationship Quality, Cooperation and Loyalty in North Indian Franchised Education Sector", published in conference proceeding of *Franchising: A gateway for Growth* organized by Department of Commerce, University of Madras, Chennai dated 6-7 March 2014.

16. Ubba Savita and Anju Verma, "Decision Making Style of Students Enrolled in Professional and Non-professional Courses: A Comparative Study", *Gurukul Business Review*, Vol. 10 (Spring 2014), pp. 50-53.
17. Ubba Savita, Shruti Sharma, "Issues in Franchising and Franchisor-Franchisee Relationship: A literature Review", *Paradigm for Sustainable Business: People, Planet and Profit*, Conference proceedings in CD with ISBN No. 978-93-81583-94-4, organized by Department of Management Studies, IIT Roorkee on March 8-9, 2013.
18. Ubba Savita, Monika Rani, "Identifying Green Purchasing Behaviour of North Indian Consumers", *Business and Management-Academic and Professional Perspective*, Wisdom Publications, Delhi, 2013, pp 309-318.
19. Ubba Savita, Mukesh Malik, "Importance and Satisfaction for Retail Atmospherics in Organized Retail Outlets" *Business and Management- Key Research Issues*, Excel Books, 2012, pp 155-164.
20. Ubba Savita, Anju Verma, "Expectations of Students Towards retailing (Store Operations) as a Career Option: A Comparative Study of Haryana" *Business and Management-Contemporary Research Issues*, MacMillan Advanced Research Series, 2011, pp 67-76.

### Accepted Paper

1. Ubba Savita and Garima Chandna, 2025. From Fragmentation to Integration: How Channel Cohesion and Empowerment Improve the Customer Journey in Digital Banking. *SAM Advanced Management Journal*. <https://doi.org/10.1108/SAMAMJ-07-2025-0046>

### Edited Book

Arora,U., Mangala, D. and Savita, U., *Management Mosaic-Traversing Across Assorted research Arena*, Wisdom Publications, Delhi, 2016, ISBN: 978-93-85504-14-3.

### Awards:

- Awarded Best Paper award to paper titled, "Beyond the Mandis: Investigating Farmers' Perception of Supermarkets in Haryana in HSB 1<sup>st</sup> International Conference on "Sustainability, Technology, Entrepreneurship, Management", Feb., 29 -March 01, 2024, organized by Haryana School of Business, GJUS&T, Hisar

### Keynote Speaker/ Resource Person

- Acted as Guest of Honour and Keynote Spekaer for the one-week Faculty Development Programme (07-07-2025 to 12-07-2025) titled, "The New Age skills for the Academicians and Researchers organized by Center for Capacity Building and Human Resource Development, ARKA JAIN University, Jharkhand on 07<sup>th</sup> July, 2025.
- Acted as Resource person on the topic *Unlocking the Potential of Communication* in Gurudaksh Four Week Online Faculty Induction Programme (03-06-2025 to 30-06-2025) under the aegis of UGC – MMTTC, Kurukshetra University, Kurukshetra.
- Acted as Resource person on the topic *The Art of Connection: Navigating the Complexities of Human Interaction* in UGC Sponsored Four Weeks Faculty Induction Porogramme-8 (23-06-2025 to 19-07-2025) organized by MMTTC GJUST, Hisar.

## Participation in Conference

- Participated in 19<sup>th</sup> International Research Conference on Management and Finance (IRCMF 2025) organized by Faculty of Management & Finance, University of Colombo, Sri Lanka on 26 Nov. 2024.
- Participated in 1<sup>st</sup> International Conference on Sustainability, Technology & Innovation, AI and Analytics, Green Practices and Entrepreneurship & Management (STAGE 2025) 24-25 April, 2025, organized by Dept of Commerce, GJUST, Hisar.
- Participated in HSB 1<sup>st</sup> International Conference on Sustainability, Technology, Entrepreneurship, Management, Feb., 29 -March 01, 2024, organized by Haryana School of Business, GJUS&T, Hisar
- Participated in HSB 15<sup>th</sup> Annual National Conference on “Business and Management”, Feb., 9-10, 2023, organized by Haryana School of Business, GJUS&T, Hisar.
- Participated in HSB 14<sup>th</sup> Annual National Conference on “Business and Management”, Feb., 10-11, 2022, organized by Haryana School of Business, GJUS&T, Hisar.
- Participated in International Conference on Standardizing Management Practices: Challenges and Opportunities, 12-14 August,2021, organized by Faculty of Management Studies, Mohan Lal Sukhadia University, Udaipur, Rajasthan.
- Participated in HSB 13<sup>th</sup> Annual National Conference on “Business and Management”, Feb., 11-12, 2021, organized by Haryana School of Business, GJUS&T, Hisar.
- Participated in HSB 12<sup>th</sup> Annual National Conference on “Business and Management”, Feb., 06-07, 2020, organized by Haryana School of Business, GJUS&T, Hisar.
- Participated in HSB 11<sup>th</sup> Annual National Conference on “Business and Management”, Feb., 07-08, 2019, organized by Haryana School of Business, GJUS&T, Hisar.
- Participated in 10<sup>th</sup> Annual National Conference on “Business and Management”, Feb., 08-9, 2018, organized by Haryana School of Business, GJUS&T, Hisar.
- Participated in 9<sup>th</sup> Annual National Conference on “Business and Management”, Feb. 08-09, 2017, organized by Haryana School of Business, GJUS&T, Hisar.
- Participated in 8<sup>th</sup> Annual National Conference on “Business and Management”, Feb., 10-11, 2016, organized by Haryana School of Business, GJUS&T, Hisar.
- Participated in National Conference on Make in India: Opportunities& Challenges held on Apr 25, 2015, organized by IMSAR Alumni Association and IMSAR, MDU, Rohtak.
- Participated in 7<sup>th</sup> Annual National Conference on Business and Management held on Feb., 12-13, 2015, HSB GJUS&T, Hisar.
- Participated in 6<sup>th</sup> Annual National Conference on Business and Management held on Feb., 6-7, 2014, HSB GJUS&T, Hisar.
- Participated in 5<sup>th</sup> Annual National Conference on “***Business and Management***”, Feb., 7-8, 2013, organized by Haryana School of Business, GJUS&T, Hisar.
- Participated in 5<sup>th</sup> IIMA Conference on “***Marketing in Emerging Economies***”, Feb., 9-11, 2013, organized by Indian Institute of Management, Ahmedabad.

- Participated in 4<sup>th</sup> National Conference on “***Business and Management- Key Research Issues***”, Feb., 9-10, 2012, organized by Haryana School of Business, GJUS&T, Hisar.
- Participated in 3<sup>rd</sup> National Conference on “***Business and Management- Contemporary Research Issues***”, March, 10-11, 2011, organized by Haryana School of Business, GJUS&T, Hisar.
- Participated in 2<sup>nd</sup> National Conference on “***Business and Management***”, March, 26-27, 2010, organized by Haryana School of Business, GJUS&T, Hisar.
- Participated in 1<sup>st</sup> Annual National Conference on “***Business and Management***”, March, 19-21, 2009, organized by Haryana School of Business, GJUS&T, Hisar.

### **Participation in Workshops**

- UGC sponsored webinar on Microsoft Teams organized by UGC-HRDC, GJUS&T on 31-07-2020
- Attended HSB 1st Webinar on Sectoral Outlook in Indian Industry: Post COVID-19 Scenario on 6 June 2020
- Workshop on Patent Filing and Protection of Intellectual Property Rights organized by Centre for Industry Institute Partnership, GJUS&T on 20-02-2020
- Workshop on Intellectual Property Rights & Patents on 30-01-2019 organised by Centre for Industry Institute Partnership, GJUS&T, Hisar.
- National Workshop on “***Intellectual Property Rights and its Commercialization***” held on 18<sup>th</sup> March, 2013, organized by Intellectual Property Rights and Technology Commercialization Cell, GJUS&T, Hisar.
- One Week Workshop on “***Research Methods in Business Management***”, March, 21-26, 2012, organized by Haryana School of Business, GJUS&T, Hisar.
- Three days Workshop on “***Development on Self-Learning Materials for Distance Education***”, March, 17-19, 2011, organized by Directorate of Distance Education, GJUS&T, Hisar.
- One Week Workshop on “***Research Methods in Business Management***”, March, 3-8, 2010, organized by Haryana School of Business, GJUS&T, Hisar.
- National Workshop on “***Methodological Issues in Business Research***”, March, 7-8, 2009, organized by Haryana School of Business, GJUS&T, Hisar.
- National Workshop on “***Intellectual Property Rights and its Commercialization Process***” held on 4<sup>th</sup> December, 2008, organized by Intellectual Property Rights and Technology Commercialization Cell, GJUS&T, Hisar.
- National Workshop on “***The Changing Face of Banking Industry in India: Some Strategic Issues***”, March, 20, 2007, organized by Department of Business Management, GJUS&T, Hisar.
- National Workshop on “***Consultancy Development: Some Strategic Issues***” held on March 17, 2006 organized by Department of Business Management, GJUS&T, Hisar.

## **Participation in Seminars**

- National Seminar on “*Management of Higher Technical Education: Quality Challenges and Ethical Dilemmas*”, March, 22, 2011, organized by Haryana School of Business, GJUS&T, Hisar.
- National Seminar on “*Human Values for Excellence in Governance and Management*” held on March 30, 2007 organized by Department of Business Management, GJUS&T, Hisar.

## **Refresher/Orientation Course Attended**

- UGC sponsored One week workshop on “How to write and Publish Quality Research Paper For Grade/ Stage 3-4” organized by UGC-HRDC, GJUST, Hisar dated 14-11-2016 to 19-11-2016
- UGC sponsored three weeks refresher course in Business Studies from 25-05-11 to 14-06-11 at UGC-ASC, GJUS&T, Hisar.
- UGC sponsored four weeks orientation course in August 2008 at Jamia Milia Islamia, New Delhi.

## **Session Chaired**

- Session Chaired for Technical Session VIII in 1<sup>st</sup> International Conference on Sustainability, Technology & Innovation, AI and Analytics, Green Practices and Entrepreneurship & Management (STAGE 2025) 24-25 April, 2025, organized by Dept of Commerce, GJUST, Hisar.
- Session Chaired for Technical Session in HSB 1<sup>st</sup> International Conference on “Sustainability, Technology, Entrepreneurship, Management”, Feb., 29 -March 01, 2024, organized by Haryana School of Business, GJUS&T, Hisar
- Session Chaired for Technical Session in HSB 14<sup>th</sup> Annual National Conference on “Business and Management”, Feb., 10-11, 2022, organized by Haryana School of Business, GJUS&T, Hisar
- Session Chaired for Technical Session in HSB 13<sup>th</sup> Annual National Conference on “Business and Management”, Feb., 11-12, 2021, organized by Haryana School of Business, GJUS&T, Hisar
- Session Chaired for Technical Session in HSB 12<sup>th</sup> Annual National Conference on “Business and Management”, Feb., 6-7, 2020, organized by Haryana School of Business, GJUS&T, Hisar
- Session Chaired for Technical Session in HSB 11<sup>th</sup> Annual National Conference on “Business and Management”, Feb., 7-8, 2019, organized by Haryana School of Business, GJUS&T, Hisar
- Session Chaired for Session IV: Marketing Trends & Analysis and Technical Session XIV: General Management, HSB 10<sup>th</sup> Annual National Conference on “Business and Management”, Feb., 8-9, 2018, organized by Haryana School of Business, GJUS&T, Hisar.
- Session Chair for Technical Session II (Marketing Trends) and Technical Session XI (Marketing Trends) in 9<sup>th</sup> Annual National Conference on “Business and Management”, Feb., 08-09, 2017, organized by Haryana School of Business, GJUS&T, Hisar

- Session Chair for Technical Session X (Marketing Trends), 8th Annual National Conference on “Business and Management”, Feb., 10-11, 2016, organized by Haryana School of Business, GJUS&T, Hisar
- Session chaired for Technical Session XV, 7<sup>th</sup> Annual National Conference on “Business and Management”, Feb., 12-13, 2015, organized by Haryana School of Business, GJUS&T, Hisar
- Session chaired for Technical Session XVIII, 6<sup>th</sup> Annual National Conference on “Business and Management”, Feb., 6-7, 2014, organized by Haryana School of Business, GJUS&T, Hisar
- Session chaired for Technical Session III, 5<sup>th</sup> Annual National Conference on “***Business and Management***”, Feb., 7-8, 2013, organized by Haryana School of Business, GJUS&T, Hisar.
- Session chaired for Technical Session in Human Resource Management, 4<sup>th</sup> National Conference on “***Business and Management- Key Research Issues***”, Feb., 9-10, 2012, organized by Haryana School of Business, GJUS&T, Hisar.

**UBBA SAVITA**