

HARYANA SCHOOL OF BUSINESS



Faculty at a Glance...

**BRIEF PROFILE
OF
HSB CORE FACULTY**

FACULTY OF HARYANA SCHOOL OF BUSINESS



HSB CORE FACULTY

Name	Highest Qualification	Teaching Areas of Interest Major	Teaching Areas of Interest Minor	Research & Consulting Areas of Interest	Total Experience	Present Designation
Dr. Harbhajan Bansal (Retired)	Ph D	Marketing	HRM	Marketing	32 Years	Professor
Dr. B K Punia (Retired)	Ph D	HRM	General Management	HRM	35 Years	Professor
Dr. N S Malik (Retired)	Ph D	International Finance	Funds Management	International Finance	36 Years	Professor
Dr. Karam Pal Narwal	Ph D	Finance	General Management	Finance	30 Years	Professor
Dr. M C Garg (Retired)	Ph D	Finance	Business Laws	Finance	28 Years	Professor
Dr. Vinod Kumar Bishnoi Dean	Ph D	Marketing	Business Laws	Marketing	27 Years	Professor
Dr. Pardeep Gupta (Retired)	Ph D	International Business	Marketing	Marketing/I.B.	27 Years	Professor
Dr. Anil Kumar (Retired)	Ph D	HRM	Economic Analysis	HRM	26 Years	Professor
Dr. Shabnam Saxena (Retired)	Ph D	HRM	I.R & Labour Laws	HRM	34 Years	Professor
Dr. Sanjeev Kumar Director	Ph D	Marketing	General Management	Marketing	28 Years	Professor
Dr. Tilak Sethi (Retired)	Ph D	International Business	Marketing	International Business	28 Years	Professor
Dr. Tika Ram	Ph D	Marketing	Quantitative Methods	Marketing	25 Years	Professor
Dr. Suresh K. Mittal	Ph D	Finance	Personal Finance	Finance	27 Years	Professor
Dr. Khajan Singh	Ph D	Economic Analysis	Finance	Finance	20 Years	Professor

HSB CORE FACULTY

Name	Highest Qualification	Teaching Areas of Interest Major	Teaching Areas of Interest Minor	Research & Consulting Areas of Interest	Total Experience	Present Designation
Dr. Anju Verma	Ph D	HRM	HRM	HRM	21 Years	Professor
Dr. Deepa Mangala	Ph D	Finance	Accounting	Finance	23 Years	Professor
Dr. Ubba Savita	Ph D	Marketing	Retail Management	Marketing	20 Years	Professor
Dr. Dalbir Singh	Ph D	Marketing	HRM	Marketing	24 Years	Professor
Dr. Shveta Singh	Ph D	Finance	Insurance	Finance	16 Years	Professor
Dr. Rajiv Kumar	Ph D	Marketing	Strategic Management	Marketing	20 Years	Professor
Dr. Himani Sharma	Ph D	HRM	General Management	HRM	15 Years	Professor
Dr. Sunita Rani	Ph D	HRM	General Management	HRM	22 Years	Professor
Dr. Mani Shreshtha	Ph D	Marketing	General Management	Marketing	24 Years	Associate Professor
Dr. Vandana Singh	Ph D	HRM	General Management	HRM	13 Years	Associate Professor
Dr. Nidhi Turan	Ph D	Marketing	General Management	Marketing	17 Years	Associate Professor
Dr. Vanita Ahlawat	Ph D	Economics	Business Analysis	Economics	11 Years	Assistant Professor
Dr. Sangeeta Mittal	Ph D	Finance	Marketing	Finance	18 Years	Assistant Professor
Dr. Vijender Pal Saini	Ph D	International Business	Information Technology	I.B.	15 Years	Assistant Professor
Dr. Suresh Kr Bhaker	Ph D	HRM	General Management	HRM	10 Years	Assistant Professor
Dr. Monika	Ph D	Finance	General Management	Finance	04 Years	Assistant Professor
Dr. Jyoti	Ph D	Marketing	General Management	Marketing	05 Years	Assistant Professor



Harbhajan Bansal, *Professor* (Retired)

PhD

Specialization Area : Marketing, HRM

After having an illustrious student life, he opted for teaching as a career in 1988. He joined erstwhile Dept. of Business Management, GJUS&T, Hisar as Associate Professor in 1996 and was elevated to the post of Professor in 2004. He specializes in marketing and most of his teaching and research work is in this area. He got best teacher award in marketing by Dewang Mehta Business School, Mumbai and Best Research Paper Award at International Conference on "Emerging trends in Management", Mohammad Ali Jinnah University, Islamabad, Pakistan. He has published more than 57 research articles in national journals. More than 15 students are awarded Ph.D Degree under his supervision and 9 students are pursuing Ph.D under his guidance. He has guided more than 250 specific research studies on innovative problems ranging from Marketing of Religion, Marketing of Social Causes – The NGOs way, Marketing of Products- Linda Goodman's way, Consumer Buying Behaviour, Brand Preference, Brand Equity, Marketing Practices of Export Houses, marketing Practices Industries, to Mass Customization. He has conducted many workshops/delivered lectures for industries and academic institutions. He has given regular consultancy work for the companies like Daffodil Software Private Ltd., Hisar, Thakar Petrochemicals Pvt. Ltd., Sirsa etc. Personality development is the essence of his teaching style and involved in writing a book on "Value-based Personality Development". He is actively involved in quality research in marketing and finance areas and has been the Dean and Director of the School as well.

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Bijender K Punia, *Professor* (Retired) *PhD*

Specialization Area : HRM, General Management

Having worked as Vice Chancellor, Dean, Director and Head at various institutions, Prof. B.K. Punia superannuated as Senior Professor from Haryana School of Business, Guru Jambheshwar University of Science & Technology (GJUS&T), Hisar. With total work experience of approximately 35 years he has served for more than 20 years as Professor (approx. 10 years as Senior Professor). He has the privilege of establishing & supplementing in capacity with attainments, various institutions across the country. During his tenure as Vice Chancellor at M.D. University Rohtak, the university was ranked First amongst cleanest Higher Education Institutions in the country in the category of Government Universities by MHRD, GOI in the Swachh Campus Ranking 2018. One Week Mega event 'National Youth Festival-2017' i.e. 21st NYF, Ministry of Youth, GOI, Annual Fest, was organized as Nodal Officer for which Ministry of Youth Affairs & Sports, Government of India conveyed written Appreciation. The activities and achievements as Vice Chancellor at M.D. University, Rohtak during his three years tenure facilitated A+ Grade with CGPA 3.44 by NAAC, Bangalore to MDU, Rohtak. MMTTC (erstwhile HRDC/Academic Staff College of GJUS&T, Hisar was ranked as Front-runner Performer i.e. First with Highest Score in the country by NAAC, Bangalore during his Founding Directorship in 2012. He has completed 07 sponsored Research Projects and authored 11 books. He has published 187 papers in national/international journals and edited books with h-index of 20 and i10-index of 34. Regarding research supervision, 33 Ph.D. scholars and one ICSSR Post-Doctoral Fellow (PDF) have already completed their PDF and Ph.D. Degree. Currently 2 Ph.D. scholars are working under his supervision. As a faculty trainer, he has organised more than 100 academic events like Orientation Programmes, Refresher Courses, Summer & Winter Schools, Seminars, Conferences and Workshops etc. He has chaired every Academic & Administrative body of MDU, Rohtak, and has been member of every committee of GJUS&T, Hisar. He is on Bodies of various universities/ institutes all across the country including Hon'ble Governor Nominee in Selection Committee for the post of Vice Chancellors, and Hon'ble President of India Nominee in Selection Committee for the Central University, Ombudsperson and BOG member. He represents Expert Committees of National Bodies like UGC, AICTE, Ministry of HRD, DEC, NAAC, Bangalore in different capacities. Prof. B.K. Punia has the honour of being awarded with Visishtha Samman; Life Time Achievement Award; Appreciation Letter from Ministry of Youth Affairs & Sports, GOI; Distinguished Academic Leader Award; and Iconic Faculty Award.

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Narinder S Malik, *Professor* (Retired) *PhD*

Specialization Area : International Finance, Funds Management

He started his career as Lecturer (College Cadre) with the Department of Higher Education (college cadre) in 1989, after completing Master in Commerce in 1987, specializing Accounting and Finance, and Master of Philosophy (Finance) in 1989. In 1996, he joined the Department of Business Management, Guru Jambheshwar University of Science & Technology, Hisar. He has worked at various international academic assignments with Otago University, New Zealand, Institute of South Asian Studies, National university of Singapore, Singapore, KIST, Rwanda. He has an excellent exposure to work with the corporate world like, National Stock Exchange of India, Axis Mutual Fund, World Bank/ UNDP/ USAID and the Ministry of Education, Govt. of Rwanda. He has delivered talks at international conferences in New Zealand, Singapore, Indonesia and USA. He is a certified “Financial Education Resource Person” by Securities and Exchange Board of India (SEBI). He has been a visiting faculty in Department of Accountancy & Finance, School of Business, University of Otago, Dunedin, New Zealand (February 2011 – July 2011). So far he has contributed more than 70 research papers in various reputed national and international research journals/seminars/ conferences. His areas of Interest include teaching & training in International Finance; Behavioural Finance; Investment Management; Studies in Capital Markets; International Financial Markets; International Financial Management; Funds Management; and Accounting for Managers. He is engaged in researches like “Derivative Based Investment Strategies (Annual Conference- Asian Pacific Association of Derivatives, MDI, Gurgaon); and Active Portfolio Management: A Study of Country Funds of Developed and Emerging Markets of the World (Conference on Indian Capital Market: Emerging Issues, ICFAI Business School, Gurgaon). He has completed two research consultancy projects funded by World Vision & USAID during his foreign teaching assignment sponsored by UNDP (2000-2002). He has been faculty for workshops and training programs on Investment Strategies and Risk Management. He has a feather in his cap of winning silver medal at the 18th Asia Masters Athletics Championship held in Kitakami, Japan. His areas of interest in research include Empirical Asset Pricing; Trading Strategies; Financial Markets; Technical Analysis; and Personal Financial Planning. He is actively involved in quality research in finance areas and has been the Dean and Director of the School as well. Post retirement, he has founded investsystemic.com

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Karam Pal Narwal, *Professor* *PhD*

Specialization Area : Finance, General Management

He is an alumnus of Maharishi Dayanand University, Rohtak, where from, he obtained higher education up to PhD level. He has more than 33 years of rich experience in academics and has published more than 245 research papers in journals and periodicals of international and national repute and has also authored/edited 20 books in different areas of his academic interest besides attending and presenting papers in more than 140 international and national conferences/seminars/workshops in the field of business and management and got best paper awards as well. His Research H-Index is 31 and Research I-Index is 109 with overall citation number of more than 4400 on the basis of his quality research publications. Till date, 35 his scholars have completed their PhD degree under his supervision and presently 10 more are in progress. He is National Assessor at NBA, New Delhi and NAAC, Bangalore, wherein, he has visited more than 120 universities and colleges for accreditation and assessment. He has held many administrative positions like Dean-HSB, Director-HSB, Dean Alumni Relations, Director-CIIP, Director, Public Outreach, Local Coordinator, GIAN-MHRD, University Proctor, Controller Campus Security, University's Chief-Security Officer, Programme Coordinator SAP-UGC, University Coordinator, UGC-NET Cell, Director, IQAC, Head IPR Cell and so on. He has been a nominated Member on more than 50 Academic/ Administrative Bodies/Committees within and outside the University including Member of Executive Council, University Court, Establishment Committee and Academic Quality Assurance Committees. He has also served as a Founder Editor of 'HSB Research Review' a bi-annual refereed research journal of HSB. Further, He has been associated as 'Reviewer' of research papers in more than 25 reputed journals listed at Scopus, Emerald, Inderscience and like. He has visited National University of Singapore, University of Public Finance, Beijing; China; Peking University, Beijing, China; and University of Science and Technology, Beijing, China. In India, he has visited ISB-Hyderabad, IIM-Ahmadabad, IIM-Kolkata, IIM-Lucknow, IIM- Bangalore, IISc, Bangalore, IIM, Indore, MDI-Gurgaon, IIFT-New Delhi, National Judicial Academy, Bhopal, NAAC-Bangalore, NBA-New Delhi and more than 100 Universities across the country for a number of academic learning-assignments. His areas of specialization include Corporate Finance, Security Analysis, Portfolio Management, Financial Derivatives, Treasury Management, Corporate Taxation, Business Economics, Banking, Insurance and General Management. He is actively involved in quality research in Finance areas and at present he is working as Senior Professor at Haryana School of Business.

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Mahesh Chand Garg, *Professor* (Retired)

PhD

Specialization Area : Accounting and Finance

He has more than 28 years of experience to his credit and worked with several academic organizations of national repute in one capacity or the other. He has completed 1 minor and 3 major research projects awarded and funded by UGC titled “Impact of Macro Economic Variables on the Share Prices in India”, “Economic Value Added: Introspects and Prospects”, “Growth, Performance and Prospects of General Insurance Industry in India” and “Women Entrepreneurs in India: Performance, Problems and Opportunities”. In total, more than 10 students have completed their Ph.D under his supervision and 08 are in progress. His area of interest includes Cost Management, Accounting, Financial Management, Financial Services, and Business Laws. He has attended, contributed and organized a large number of seminars and conferences. He has published 6 books and more than 83 research papers in various journals. He has been Director, Distance Education and Coordinator PhD Programme. Presently, he is member of University Court. He is actively involved in quality research in Finance areas.

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Vinod Kumar Bishnoi, *Professor* *PhD*

Specialization Area : Marketing, Business Laws

He did his master in commerce and M.Phil from Kurukshetra University, Kurukshetra and completed Ph.D. in Rural Marketing from GJUS&T, Hisar. He has gained teaching experience of 25 years and more than 15 years of administrative experience. Eight students are pursuing PhD and more than 20 students have completed under his supervision. He has completed major research project sponsored by University Grants Commission entitled, “Understanding Rural Consumers and Impact of Marketers Efforts on Their Mindset- A Case Study of Select Consumer Products in Rural Haryana”. Consultancy project entitled “Stake Holder’s Perception and Services Quality Perception of Bharat Heart Institute, Dehradun” is under progress. Major research project sponsored by Haryana School Shiksha Priyojna Parishad entitled “Performance appraisal of implementation of Sarv Shiksha Abhiyan in Haryana” is also in completed by him. He has attended and contributed research papers in more than 80 conferences/seminars/workshops including 15 international and 65 national. He has visited IIM- Ahmadabad and UBS Chandigarh for his research, teaching and seminar purposes. He has published more than 80 research papers in the various national journals of repute. He had also been associated with MBA Evening Executive Programme in capacity of Coordinator for almost 5 years. He has been Chairperson-Marketing, Director Sports, Dean Students Welfare, NSS Coordinator and presently holding the charge of University Proctor and Director Career Counseling. He is well known for Rural and Agricultural Marketing expert and he is actively involved in quality research in marketing areas.

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Pardeep Gupta, *Professor* (Retired) *PhD*

Specialization Area : International Business, Marketing

He did his MBA degree from Punjabi University Patiala and doctorate degree in Management from Kurukshetra University, Kurukshetra. He has both industrial as well as academic experience. He has served for three years in industry and more than 27 years in academics. He has published more than 65 research papers in the journals of national and international repute and attended & presented more than 73 research papers in seminars/conferences and also chaired technical sessions. He has won prize in Business Case Development workshop organized by Guru Gobind Singh Indraprastha University, New Delhi. He has attended RBAC International Management Conference organized by Rattana Bundit University, Bangkok, Thailand. His research paper titled “Architecting Change in Organizations: Some Issues” is accepted for presentation at the Twelfth International Conference on Knowledge, Culture and Change Management in Chicago, USA. Recently, he has completed a major research project titled “A Study of Business Forecasting Practices in Indian Corporate Sector” awarded by UGC. He has also completed two minor research projects. He presented a paper at IIM, Ahmadabad in 2015. He won the best paper award in the area of marketing in the National Conference held at HSB, GJUS&T, Hisar in 2015. His areas of interest include International Business, Marketing and Finance. Five students have completed their Ph.D. under his supervision. His book titled “Business Forecasting – Research and Practices” has been published by Lambert Academic Publishing, Germany. He is the life member of Indian Commerce Association (ICA). He served as Committee for inspection of Institutes, Chairperson in the Area of International Business, Program Chairperson for MBA (Evening Program) etc. He is actively involved in quality research in his specialized areas.

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Anil Kumar, *Professor* (Retired) *PhD*

Specialization Area : Economic Theory, HRM

He has more than 26 years of teaching and research experience to his credit. He has published more than 91 research papers in various national and international journals. He has authored three books on “Labour Welfare and Social Security (Awareness, Implementation and Utility of Labour Laws)”, “Women Entrepreneurship in India”, and Micro and Macro Economics. He has completed one minor and one major research projects sponsored by UGC. He has attended and presented papers at international conference organized by World Business Institute Australia on Recent Trends in Economics Business and Finance” at Bangkok, international conference organized by Burapha University on Global change- Opportunity and Risks in Thailand , international conference organised by Ho Chi Minh city University of Technology, Vietnam. He has also presented paper at international conference in Moscow Russia. He has also presented papers in large number of national and international conferences organised by different universities and institutes in India. His area of specialization includes Economic Theory, Human Resource Management and Entrepreneurship. He is actively involved in quality research in HR areas.

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Shabnam Saxena, *Professor* (Retired) *PhD*

Specialization Area : HRM, IR and Labour Laws

After completing MBA from MDU, Rohtak, She has started her teaching journey in 1987 from Government Polytechnic, Mandi Adampur then IMSAR, MDU and subsequently joined GJUS&T, Hisar in 1995 and was elevated to the post of professor in 2009. Her approach towards students acclaimed her a popular teacher among students. Her area of specialisation is Human Resource Management includes focus on Organisational Behaviour, Industrial Relations, Labour Laws and HRD. Her Ph. D is on Human Resource Development. Having thirty years of experience in Teaching, Research and Administration. She is the editor of HSB Research Review- a National Journal published by HSB, authored one book and 52 research papers published in International/ National Journals of repute including emerald. Almost equal numbers of papers have been presented at International/ National conferences. Two papers have been adjudged as best papers. Member of various academic bodies of reputed universities. She is also member of editorial board of Amity Journal of Training and Development. Presently holding the positions of Chief-Warden, Presiding Officer, Internal Complaint Committee; Coordinator, Disability Resource Centre, GJUS&T, Hisar; Member, Women Cell, NRC Equines, Hisar; Chairperson, Community Development Programme, Government Polytechnic, Mandi Adampur; Member, Syllabus Review Committee for Management Courses, DTE, Haryana. She has been felicitated with the 'Inspiring Woman Award' on International Women's Day -2014 by Indian Teachers Council, Mumbai and PDCPA. She is actively involved in quality research in HR areas and at present she is working as Dean of the School as well.

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Sanjeev Kumar, *Professor* *PhD*

Specialization Area : Marketing, General Management

Professor Sanjeev Kumar is a senior academician, researcher, and administrator with over three decades of experience in teaching, research, and academic leadership. He is currently serving as Professor and Director at the Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar, and is also holding the position of Dean of Colleges. He earned his Ph.D. in Management in 2007 from Guru Jambheshwar University of Science and Technology and completed his M. Com in 1994 from Kurukshetra University. His areas of specialization include Marketing, Social Marketing, Consumer Behaviour, Healthcare Management, Rural Marketing, and Public Policy. In his academic responsibilities, he has held several important administrative positions, including Director and Dean of Colleges, and has contributed extensively to institutional development. He has played a key role in curriculum design, academic reforms, quality assurance, and governance. He has been actively associated with various statutory and academic bodies of the university, including PG and UG Boards of Studies, Grievance Cell, Unfair Means Committee, Foreign Students Cell, and Faculty-level committees. Professor Sanjeev Kumar is an accomplished researcher with numerous publications in reputed national and international journals. His research contributions span areas such as GST compliance behaviour, corporate governance and banking stability, healthcare service quality, consumer behaviour, organic food consumption, rural marketing, women entrepreneurship, financial literacy, and public policy. He has published more than 70 research papers in reputed journals. His research excellence has been recognized through several prestigious awards. He received the ICAI International Research Award (Gold) in 2024 and the ICAI International Research Award in 2023 from the Institute of Chartered Accountants of India. He has also received Best Paper Awards from premier institutions such as Indian Institute of Management Rohtak, Indian Institute of Management Kozhikode, and Indian Institute of Technology Roorkee, along with several national and international conferences. He has completed a major research project sponsored by University Grant Commission entitled "Understanding Rural Consumer and Impact of Marketer's Efforts on their Mindset"- Case Study of Select Consumers Product in Rural Haryana as a Co- Investigator. As Director, Haryana School of Business, Professor Sanjeev Kumar is committed to strengthening academic excellence, research innovation, industry collaboration, and student-centric learning, further enhancing the institution's standing as a leading centre for management education and research.

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Tilak Sethi, *Professor* *PhD*

Specialization Area : International Business, Marketing

He did his MBA degree from M D University, Rohtak and doctorate degree in Management from GJUS&T, Hisar. He has both industrial as well as academic experience. He has served for more than eight years in industry and more than 28 years in academics. He has published more than 10 research papers in the journals of national and international repute and attended & presented more than 10 research papers in seminars/conferences and also chaired technical sessions. His area of academic interest is International Business, Strategic Analysis and Marketing. He has attended and contributed in a good number of national seminars and conferences. He has been organizing discussions on EXIM policies in the School for last many years. He is a great poet and keep writing poems on contemporary issues. He is the author-writer of University anthem.

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Tika Ram, *Professor* *PhD*

Specialization Area : Marketing, Quantitative Methods

He did his B. Tech (Mechanical) from Regional Engineering College (REC), Kurukshetra, and MBA from Institute of Management Studies & Research (IMSAR), M. D. University Rohtak and Ph. D in Social Marketing from Bundelkhand University, Jhansi. He has over 25 years of teaching experience. He started his career from Institute of Management Studies, Bundelkhand University Jhansi before joining Business School at GJUS&T. His areas of interests are Social Marketing, Marketing Research, Business Research Methods, Operation Research, and Business Statistics. He has completed a UGC sponsored Major Research Project titled “A Study of Social Marketing Programme on HIV/AIDS in Haryana”. He has published more than 40 articles in National and International Journals of repute, and has participated in a large number of national and international conferences. He has also published an edited book as a co-author titled “Emerging Horizons in Business Management”. He delivers lectures in orientation and refresher courses, and research methodology workshops. Eight research scholars have been awarded Ph. D degree and 06 scholars are pursuing Ph. D under his supervision. He has served as a member of the high power purchase committee of GJUS&T, Hisar. He has been a member of the academic council and admission committee of the university.

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Suresh K Mittal, *Professor*

PhD

Specialization Area : Finance

He did his master's in Commerce and Doctorate from Kurukshetra University, Kurukshetra. He has more than 25 years experience and worked with reputed business schools of the country. His areas of Interest are Investment Management and Personal Finance. He has organized a good numbers of seminars, conferences, faculty development and management development programs. He has contributed more than 30 research papers in various national journals and conference proceedings. He has completed three minor research projects funded by Guru Jambheshwar University of Science & Technology, Hisar and one major research project funded by UGC on the topic entitled Price Behaviour of Equity Stocks in India. He is actively involved in quality research in his specialized areas. Five (05) research scholars have been awarded Ph. D degree under his supervision.

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Khujan Singh, Professor

PhD

Specialization Area : Economic Analysis, Finance

He did master in Business Economics in the year 1999 and PhD on the topic “Impact of Financial Liberalization on New Issue Market in India”. He started his teaching career in the year 2002 and worked with Dr. B. R. Ambedkar College (University of Delhi), Department of Commerce, Kurukshetra University, Kurukshetra and Shivaji College, University of Delhi. He has attended and presented research papers in number of seminar/conferences of national repute. He has successfully completed a minor project titled “Farmers Perception towards FDI in Retail in India”. He has more than 18 years of teaching experience and published more than 34 research papers in the Journals of repute. He has an appetite and interest for consultancy. His areas of interest are Indian Financial System and International Economic Environment. He is member of Academic Council of the University. He is actively involved in quality research in his specialized areas.

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Anju Verma, Professor

PhD

Specialization Area : HRM, Marketing

Professor Anju Verma, holding a PhD in "Marketing Practices in Life Insurance Industry in India" from HSB, GJUS&T, Hisar, is currently a Professor at the Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar. She earned her Master's in Business Economics from the same institution. With over 21 years of teaching and research experience, she has served as Area Chairperson for General Management at HSB and contributed as Programme Coordinator for PGDT and PGDISM (Distance Education). Her extensive research portfolio includes two edited books and over 75 research papers published in prestigious international and national journals. She has also actively participated in more than 25 workshops, seminars, and national conferences. Professor Verma has been a co-investigator on two significant research projects: one titled "Perception and Expectation of the Stakeholders towards Retailing as a Career Option" (funded by GJUS&T, Hisar), and a current UGC-sponsored major research project on "Influence of Personality and Risk Tolerance on Behavioural Biases of Individual Equity Investors in Northern India". Her primary interests lie in Human Resource Management, Marketing, and General Management, where she actively engages in quality research. Currently, she is contributing as Editor, HSB Research Review- A Bi-annual Peer Reviewed Refereed Journal published by HSB, GJUS&T, Hisar along with her present duties.

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Deepa Mangala, Professor

PhD

Specialization Area : Finance and Accounting

She is Professor in Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar, Haryana (India). She received her Ph.D. degree from Kurukshetra University, India, on the topic Stock Market Anomalies and Master in Commerce from University Business School, Panjab University, Chandigarh. She has taught at various institutions and universities of repute in India and has more than twenty one years of teaching and research experience. Her areas of interest for research are market efficiency, financial reporting and investor behaviour. She has contributed more than 55 research papers in journals of national and international repute. She has successfully completed UGC sponsored major research project entitled 'Influence of Personality and Risk Tolerance on Behavioural Biases of Individual Equity Investors in Northern India' as Principal Investigator. She has also been Associate Editor, HSB Research Review and member, Editorial Review Board of Amity Journal of Finance an International Refereed Journal of Finance. She has been Program Chairperson for M.Com Programme and Programme Coordinator for MBA Finance Programme at HSB. She was the Convener of HSB 8th Annual National Conference on Business and Management and has chaired technical sessions and presented research papers in various seminar/conferences. She is actively involved in quality research in her areas of research interest.

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Ubba Savita, Professor

PhD

Specialization Area : Marketing, General Management

She earned her MBA and Ph.D. from the Department of Management, Kurukshetra University, Kurukshetra and has over 20 years of teaching and research experience since November 2005. Over the course of her career, she has held several key academic and administrative roles. She served as Dean of International Students at Guru Jambheshwar University of Science & Technology (GJUS&T) for nearly two years and has also worked as Chairperson of the Women Cell, GJUS&T, Coordinator of the Ph.D. Programme and Area Chairperson of Marketing at Haryana School of Business (HSB). In addition, she has contributed as a member of the Faculty Board and Adhoc PGBOS&R at Chaudhary Bansi Lal University (CBLU), Bhiwani. She was the Co-Convener of the 8th Annual National Conference on Business and Management organized by HSB and has coordinated several one-week Research Methodology workshops. She currently serves as the Editor of *HSB Research Review*, a refereed research journal of HSB. Under her guidance, nine scholars have completed their Ph.D., while seven research scholars are presently pursuing their doctoral studies under her supervision. She has authored more than 50 research papers published in reputed national and international journals, including *British Food Journal*, *Journal of Retailing and Distribution Management*, *Australian Journal of Agricultural and Resource Economics*, *Global Business Review*, and *Indian Journal of Marketing*. Her research interests primarily focus on Marketing and Retailing.

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Dalbir Singh, Professor

PhD

Specialization Area : Marketing, HRM

He did Master in Marketing Technology (MMT) with Gold Medal in 1999 and submitted his Ph.D. thesis (2007) on CRM in Selected Organizations from Kurukshetra University Kurukshetra, also acquired multidisciplinary education in field of law and technology. He possesses a blend of corporate and academic experience. In corporate, he served at managerial capacity with United States Vitamins, a pharmaceutical multinational for two years then shifted to the field of education. He started his career in academics with Dept. of Business Studies, KUK to teach specialized courses like MMT, MIB & MFC. His area of specialization is Marketing Management and Human Resource Management. His core strength areas are Product and Brand Management, Direct Marketing, Industrial Marketing, OCIS and Legal Dimension of Business etc. His teaching experience is more than 20 years. He has authored two books. He contributed more than 72 research papers in various periodicals / journals of repute. He has attended and presented research papers in more than 50 National/International Seminar/Conferences. He is actively involved in quality research in his specialized areas.

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Shveta Singh, Professor

PhD

Specialization Area : Finance, Quantitative Methods

Post graduate in Finance and Insurance from IMSAR, MDU, Rohtak, Haryana and a Doctorate in Health Insurance, Dr Shveta Singh, has an excellent academic and research record. She also received gold medal for being MBA topper of the University in the year 2003. She has more than 14 years of experience in teaching & research. Her domain of work is Banking, Corporate Taxation, Direct Taxes and Insurance. She has published more than 30 research papers in the field of Banking and Finance in National and International Journals of repute and has also 2 edited books to her credit besides attending and presenting papers in more than 21 international and national conferences/seminars/workshops in the field of business and management. Till now, 2 students have completed their Ph.D under her supervision and 8 are in progress. Currently she is Chairperson of MCom programme. She is actively involved in quality research in her specialized areas.

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Rajiv Kumar, Professor

PhD

Specialization Area : Marketing, Business Laws

Dr. Rajiv Kumar, Dean and Chairperson of Department of Law and Professor, Haryana School of Business, GJUS&T, Hisar is a doctorate from Kurukshetra University, Kurukshetra specialized in the field of Marketing and Strategic Management. Over twenty years of teaching and research experience, also honored for quality research in higher education by SRF Kanpur, 2017. Two major and two minor research projects, total 60 publications, 65 presentations, 20 workshops and FDPs have also been added to credentials. Total seventeen Ph.D. students have also been supervised and assigned different academic and administrative positions in different campuses. NCC and Swachh Bharat Swasth Bharat coordinatorships and President Mountaineering and Adventure club, Prakram Club have given an opportunity to interact with the students in different activities and allow to contribute socially in the society especially in the rural areas of Haryana. As the President of Mountaineering and Adventure Club various Trekking expedition have been executed.

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Himani Sharma, Professor

PhD

Specialization Area : HRM, General Management

She did her Masters in Commerce from Kurukshetra University, Kurukshetra and a doctorate from Haryana School of Business, GJUS&T, Hisar. She has more than 18 years of university teaching experience to her credit. She has contributed more than 50 research articles in various National and International journals of repute and edited two books. Also, she participated in more than 20 seminars/conferences including IIMs and attended many workshops in different interest areas. She has been a principal investigator in a minor research project also. She is the Programme Coordinator of MBA General. Her area of interest includes HRM, Organizational Behavior, and General Management. Till now, 12 students have completed their Ph.D and 8 are pursuing their Ph. D under her supervision. She is actively involved in quality research in her specialized areas.

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Sunita Rani, Professor

PhD

Specialization Area : Organizational Behaviour, HRM

Dr. Sunita Rani holds a Ph.D. in Human Resource Management and a Master's degree in Applied Psychology. A gold medalist and UGC-NET/JRF qualified scholar, she brings more than 25 years of professional experience across higher education, Defence Services (Indian Air Force), and Civil Services Training (Lal Bahadur Shastri National Academy of Administration, Mussoorie). She currently serves as Director of the Malaviya Mission Teacher Training Centre (MMTTC), GJUST, where she leads faculty development and capacity-building initiatives. Her teaching and research focuses on leadership development, women in leadership, organizational behaviour, ethical climate and trust, negotiation and conflict resolution, experiential learning, AI-enabled education, and employability skills in the NEP-2020 context. She has published in reputed journals, presented award-winning case studies at international conferences, and is guiding doctoral research in leadership and higher education. Dr. Rani regularly designs and delivers training programmes for civil servants, faculty members, and management students. She is actively involved in curriculum development, faculty development initiatives, and experiential teaching practices, and contributes to academic and professional communities as a reviewer and member of academic boards.

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Mani Shreshtha, Associate Professor *PhD*

Specialization Area : Marketing

A marketing graduate from Kurukshetra University, Haryana, and a Doctorate in Business Management from Haryana School of Business, GJUS&T, Hisar. Having a passion for teaching. More than 24 years of experience includes teaching, research and a dash of marketing & sales. Has worked with reputed management institutions in Northern and Central India and been associated with the names like Jagran Institute of Communication & Management, Bhopal and Amity Business School, Gurugram. The domain of work is Consumer Behaviour and Marketing of Services. Published several research papers and case studies in the field of marketing and strategic management in National and International Journals of repute. Actively contributed under various capacities to the UGC e-PG Pathshala (An MHRD Project under NME-ICT, Govt of India). Dr Mani Shreshtha has authored 4 books pertaining to the fields of Business Management and Marketing Analytics. Also, he is acting as consultant to the companies in the field of Retail (Cosmetics), Healthcare (App based startup), and Rural Development (MSME). Presently, working as Associate Professor and Program Coordinator (Marketing Area), Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, Haryana. An ardent speaker and invited by various institutions to deliver extension lectures on marketing as well as pedagogical issues.

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Vandana Singh, Associate Professor

PhD

Specialization Area : HRM, General Management

An academic professional with over 13 years of teaching and research experience in higher education. Holds an MBA in Human Resource Management from University School of Management, Kurukshetra University, Kurukshetra and a Bachelor of Technology in Electronics from YMCA , Faridabad, bringing a strong interdisciplinary perspective that integrates technical expertise with management principles. Shouldered administrative responsibilities such as serving as coordinator for girl's hostel, program coordinator for MBA – General and currently the program coordinator of MBA Healthcare. Passionate about fostering analytical thinking, research orientation, and practical learning among students. Authored and co-authored several research papers published in reputed national and international journals. Her research interests focus on contemporary HR practices, organizational effectiveness, employee behavior, and interdisciplinary applications of technology in management studies. She actively participates in academic conferences, seminars, and workshops, contributing to scholarly discussions and research collaborations.

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Nidhi Turan, Associate Professor

PhD

Specialization Area : Marketing, General Management

Dr. Nidhi Turan is serving as an Associate Professor at the Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar. She is also holding the additional charge of Chairperson, Department of Commerce, where she actively contributes to academic leadership, policy implementation, and administrative coordination. Prior to joining GJUS&T, she worked as an Assistant Professor at the DAV Institute of Management. With over 17 years of rich experience in teaching and research, Dr. Turan specializes in Marketing, Human Resource Management, Organisational Behaviour, and General Management. She earned her Doctorate in Management from Chaudhary Devi Lal University, Sirsa. She has published 40 research papers in reputed national and international journals and has presented 20 research papers at national and international conferences. She is also the author of the book titled “*A Study of Organisational Stress in Indian Service Sector.*” Currently, 07 Ph.D. research scholars are pursuing their doctoral research under her supervision, reflecting her active engagement in research mentoring and academic guidance. She has also made significant contributions to academic event organization. She served as the Convener of the International Conference STAGE-2025, successfully coordinating scholars and industry experts at the global level. Additionally, she acted as the Convener of the National Seminar on “GST Reforms and Their Socio-Economic Impact on MSMEs, Start-ups and Entrepreneurship.”

Apart from her academic and research contributions, she is an active member of various academic and administrative bodies of the university, contributing meaningfully to institutional development and governance.

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Vanita Ahlawat, Assistant Professor

PhD

Specialization Area : Economics, Business Analysis

She has more than seven years of teaching experience. She received her Ph.D. degree from “Maharshi Dayanand University”, Rohtak on “Performance appraisal of power sector in Haryana”. She has attended and presented research papers in number of seminar/conferences of national repute. She has successfully completed a minor project titled “Cultivation of Vegetable crops in Poly houses: A case study of Hisar”. Her areas of interest are Finance, Rural Development, Labour Economics, Agricultural Economics and Human Resource Management. She has published papers on concerned topics. She is the life member of Indian Commerce Association (ICA), Indian economic Association (IEA). She also has membership of India society of Labour Economics (ISLE). She has an appetite and interest for research and consultancy. Four research students are working under her supervision. She is actively involved in quality research in her specialized areas.

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Sangeeta Mittal, Assistant Professor

PhD

Specialization Area : Finance and Accounting

She is B.Com, M.Com, M.B.A, M.Phil and Ph.D. in Commerce. She is NET (UGC) and H.T.E.T qualified (Category Head and Post Graduate Teacher/School Lecturer). She is having more than 16 years of teaching experience. She has attended and presented more than 23 research papers in National / International seminars & conferences. She is the author of a book on Cost Accounting. Her areas of interest include Finance and related areas. She is actively involved in quality research in her specialized areas.

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Vijender Pal Saini, Assistant Professor *PhD*

Specialization Area : Marketing, International Business

Dr. Vijender Pal Saini is an Assistant Professor at the Haryana School of Business (HSB), Guru Jambheshwar University of Science and Technology (GJUST), Hisar, Haryana, where he has been serving since 2013. He holds a Ph.D. in Marketing from Kurukshetra University (2011), along with dual MBA degrees in International Business and Marketing. Dr. Saini has more than a decade of teaching and research experience in the areas of International Business, Marketing, Foreign Direct Investment (FDI), Trade, and Economic Growth. His doctoral research focused on “Marketing Practices and Problems of Readymade Garment Exporters of NCR Region.” He has published extensively in reputed national and international journals, including Scopus and Web of Science indexed journals such as The Indian Economic Journal, Journal of Business and Socio-economic Development (Emerald), and International Journal of Indian Culture and Business Management. His research largely centers on foreign inflows, trade dynamics, BIMSTEC economies, and macroeconomic growth relationships. Dr. Saini has also edited two academic books published by Excel Books and Arihant Publications. He is an approved Ph.D. Research Supervisor and has guided several doctoral scholars in areas related to online consumer behavior, e-retailing, FDI, and economic growth. He has successfully completed university-funded minor research projects and has submitted research proposals under the Haryana State Research Fund (HSRF). His current research interests include foreign inflows, trade intensity, AI in education, and policy implementation under NEP 2020.

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Suresh Kumar Bhaker, Assistant Professor

PhD

Specialization Area : HRM, General Management

He is presently working as an Assistant Professor at the Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar. He has served the Nation as an Air-Warrior and has a glorious experience of more than 20 years in the Indian Air Force throughout India in various key positions. He is having a strong inclination towards academics and research and has more than 12 years of teaching and research experience. Moreover, more than 63 research papers in International as well as National Journals and Conferences of repute, to his credit, authored 2 eBooks and editors of 2 books. He has been the coordinators of two National conferences. He has held various administrative positions like Warden-Boys Hostel, National Service Scheme Program Officer and Coordinator M. Com, Ph.D and MBA Professionals & BBA Integrated (2025-30) programs. 03 Research scholars has been awarded Ph.D under his supervision and 04 scholars are presently pursuing.

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Monika, Assistant Professor

PhD

Specialization Area : Finance and Accounting

She earned her MBA in 2011 and her Master's degree in Commerce in 2015 from Guru Jambheshwar University of Science and Technology. She was subsequently awarded a Ph.D. from the Haryana School of Business, Hisar on the topic "Diversification of Banking Business: A Study with Special Reference to Non-Fund Business in India". With over five years of university-level teaching experience, she has established herself as a dedicated academician and researcher. She has published more than 18 research papers in reputed journals and has actively participated in over 10 national and international seminars and conferences. Additionally, she has attended several workshops across diverse areas of academic and professional interest. At present, five PhD scholars are pursuing their Ph.D. under her supervision. Her areas of specialization include Finance, Accounting, and General Management. She currently serves as In-charge of Commerce and Director of the Career Counselling Cell. She remains actively engaged in high-quality research within her specialized domains.

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Jyoti, Assistant Professor

PhD

Specialization Area : Marketing, General Management

Dr. Jyoti is an Assistant Professor in Haryana School of Business at GJUS&T, Hisar. She has completed her PhD in Marketing Management from Maharishi Dayanand University Rohtak. Her area of research in Marketing and General Management. Presently, 03 students are pursuing PhD under her supervision. She has published 05 Research Papers in the field of Marketing and General Management in National and International journals and has presented 9 research papers in various national and international conferences. She has more than 05 years of experience in teaching and research. She has the responsibility of NSS Programme Officer.

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**BRIEF PROFILE
OF**

HSB CONTRACTUAL FACULTY

HSB CORE FACULTY

Name	Highest Qualification	Teaching Areas of Interest Major	Teaching Areas of Interest Minor	Research & Consulting Areas of Interest	Total Experience	Present Designation
Dr. Komal Dhanda	Ph D	Marketing	General Management	Marketing	07 Years	Assistant Professor
Dr. Poonam	Ph D	HRM	Quantitative Methods	HRM	07 Years	Assistant Professor (DE)
Dr. Anjali Gupta	Ph D	International Business	General Management	HRM	11 Years	Assistant Professor
Dr. Parmod	Ph D	Marketing	Quantitative Methods	Marketing	03 Years	Assistant Professor
Dr. Puja Goyal	Ph D	Finance	Taxation	Finance	09 Years	Assistant Professor
Dr. Prerna Tuteja	Ph D	HRM	International Business	HRM	03 Years	Assistant Professor
Mr. Rakesh	MBA	Finance	Investment Management	Finance	07 Years	Assistant Professor



Komal Dhanda, Assistant Professor

Ph D

Specialization Area : Marketing, General Management

She is an alumna of Delhi University, from where she obtained her graduation and post-graduation degree. She is a management graduate from Pune university. She has submitted her Ph.D. thesis in Business Management to Haryana School of Business, GJUS&T, Hisar, Haryana. Following her dream of becoming a professional educator, she is committed to creating an interactive classroom environment wherein students with varying skill sets and interests feel encouraged to achieve their goals. She has about 7 years of experience in academics and published numerous research papers in reputed journals. She has presented in many national and international conferences held at IIM Raipur, IIT Roorkee, IMT Ghaziabad, Delhi University, Santiago de Compostela University, Spain, Chiang Mai University, Thailand.

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Poonam, Assistant Professor

Ph D

Specialization Area : HRM, Quantitative Methods

She is MBA from DCRUST, Murthal; M.sc from MDU, Rohtak and pursuing P.hd from GJUS&T, Hisar. She has about 07 years of teaching experience in academics and has published more than 07 research papers in international and national journals and conferences. She has authored 1 book and more than 5 chapters writing in book. She has attended more than 05 international and national conferences/ seminars/ workshops and presented papers in these conferences. Presently she is an Assistant Professor of HSB, GJUS&T, Hisar. She has been organizing various extracurricular activities in HSB. Her areas of specialization include Human Resource Management, Financial Management, Computer Science, Mathematics, Business Research Methods, Statistics, Management Process and Organizational Behavior.

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Anjali Gupta, Assistant Professor

PhD

Specialization Area : International Business, HRM

She is an alumnus of Haryana School of Business, GJUS&T, Hisar where she has done MBA as well as Ph. D. She has about 11 years of teaching experience in academics and has published more than 14 research papers in international and national journals and conferences. She has authored 2 books. She has attended 15 international and national conferences/ seminars/ workshops and presented 8 papers in these conferences. Even she has obtained Best Research Paper award in HRM Area in the International Conference organized by Om Institute, Hisar. Presently she is Training and placement coordinator of HSB, GJUS&T, Hisar. She has been organizing various extra curricular activities in HSB. Her areas of specialization include Human Resource Management, Entrepreneurship Development, Business Research Methods, Statistics, Management Process and Organisational Behaviour.

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Parmod , Assistant Professor

Ph D

Specialization Area : Marketing, Quantitative Methods

He is a Marketing graduate from Haryana School of Business, GJUS&T, Hisar and has honored with University Gold Medal for being university topper in MBA-Marketing in 2014. He has submitted his Ph.D. thesis in Business Management to Haryana School of Business, GJUS&T, Hisar, Haryana. Following his dream of becoming a professional educator, he is committed to creating an interactive classroom environment wherein students with varying skill sets and interests feel encouraged to achieve their goals. He has more than 3 years of teaching experience to his credit. He has published research articles in various journals of repute and participated in international and national conferences and presented research papers. His areas of interest include Marketing Management, Business Statistics, Business Research Methods and Management Science.

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Puja Goyal, Assistant Professor

PhD

Specialization Area : Finance, Taxation

She is a PhD in finance from Guru Jambheshwar University, UGC JRF NET qualified and holds her masters degree in Commerce from Kurukshetra University. She has rich experience of working with reputed educational institutions like Amity University and National institute of Bank Management. She has also worked in corporate sector where she got exposure of credit rating agencies and RBI. She has more than 10 research papers published in renowned journals like 'Decision' of IIM Calcutta and Finance India. Her areas of interest include corporate finance and taxation.

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Prerna Tuteja, Assistant Professor

PhD

Specialization Area : HRM, International Business

She is an alumna of Haryana School of Business, Guru Jambheshwar University of Science & Technology (GJUS&T), Hisar, where she completed her M.Com and was honored with the University Gold Medal for securing the top position in 2016. She also earned her Ph.D. from Haryana School of Business, GJUS&T. A passionate and dynamic academician, she strongly believes in creating interactive classroom environments and maintaining an open line of communication with students to effectively address their academic and personal concerns. With around eight years of teaching experience, she has consistently demonstrated dedication to quality education and student engagement. She has actively participated in several national and international conferences, seminars, and workshops, and has presented research papers at various academic forums. Her research work includes publications in Scopus-indexed journals, reflecting her commitment to high-quality scholarly contributions. She has also been honored with the Best Paper Award at a conference in recognition of her outstanding research presentation during 1st International Conference on Sustainability, Technology & Innovation, AI & Analytics, Green Practices, and Entrepreneurship & Management (STAGE- 2025) in Collaboration with Indo-Gulf Management Association, Dubai. In addition to her teaching and research pursuits, she has been actively involved in organizing co-curricular and extracurricular activities at HSB. Her areas of specialization include Human Resource Management, Management Process & Organizational Behavior, and Entrepreneurship Development. She is also a certified entrepreneurship educator from Wadhvani Foundation.

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Rakesh, Assistant Professor

MBA, M.Com

Specialization Area : Finance, Investment Management

He is an accomplished academician and finance professional with strong qualifications in commerce and management. He holds a BBA from Government College, Bhiwani (affiliated with MDU Rohtak), an MBA from Kurukshetra University, Kurukshetra, and an M.Com from Guru Jambheshwar University of Science & Technology, Hisar. He has qualified UGC NET/JRF in Management and UGC NET in Commerce and is currently pursuing his Ph.D. He brings 7 years of teaching experience at the undergraduate and postgraduate levels. His areas of specialisation include Finance and Investment Management. Mr. Rakesh has contributed to academia through the publication of four research papers in reputed journals. He is committed to academic excellence, research advancement, and nurturing future professionals in the field of commerce and management.

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HARYANA SCHOOL OF BUSINESS

The image shows the Haryana School of Business building, a modern structure with a prominent glass facade and brickwork. The building is surrounded by a well-maintained green lawn with several palm trees and other landscaping. A large staircase leads up to the entrance of the building. The sky is clear and blue.

Thank You !!!