

**Dr. Radha Gupta.**

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**Objective:** To learn and grow throughout in my teach career and to gain intensification in this profession.

**Personal Detail:**

Parentage : Sh. Girdhari Lal

Employment Status : Assistant Professor , Baba Ghulam Shah Badshah University Rajouri

Area of interest : Management and HRD.

Qualification: M.com, M. phil, Ph.D

Experience: As assistant professor, 20<sup>th</sup> Feb , 2008--Till date . BGSBU, Rajouri (J&K )

As Incharge Day Care Centre, 4<sup>th</sup> Ap, 2013 –Till date. BGSBU, Rajouri.(J& K)

As contractual lecturer , 16<sup>th</sup>,Oct, 1998 to 19<sup>th</sup> Feb 2008. Govt College,Jammu.

As HOD, commerce,15<sup>th</sup> May 2002-to 6<sup>th</sup> Ap 2004.NSM Degree College,Jammu.

**Participation**

1. Participated in General Orientation course conducted by academic staff college university of Jammu from 30-5-2012 to 26-6-2012.
2. Participated in Refresher Course conducted by academic staff college university of Rajasthan from 9.12-2013 to 28.12.2013.
3. Participated in UGC Sponsored SAM Workshop On,” Capacity Building of Women In Higher Education” Organized by the Centre for Women Studies, From 24<sup>th</sup>-28Feb. 2009.
4. Participatd in AICTE Sponsored Faculty Training Programme on “Applied Econometrics For Management Research” Organized By School Of Economics, College Of Management SMBDU, University, Katra, From10-23 July, 2009.
5. Participatd in short term course on research methodology organised by school of Management Studies BGSBU from 3<sup>rd</sup> to 12<sup>th</sup> June 2013.

**Publications:**

1. “System of Remuneration in Public Sector Manufacturing Enterprises in J&K,” March 2000, SEDME, Volume 27, No 1, ISSN. 0970-8464.pp 1-11
2. “Wage and Salary Administration,” 2007.Thesis published, ISBN. 81-261-3108-X.
3. “Micro Finance: A Social Innovator,” Indian Journal of Finance, March 2011,Volume 5, No.2, ISSN. 0973-8711.pp `48-52.

4. "Women Entrepreneurship: Challenges and Issues," Dec 2010, The Management Scientist, Volume 9, ISSN. 0976-2353. Pp15-23.
5. "Pattern of Institutional Agricultural Financing: An Empirical Analysis" March 2011, The Management Scientist, Volume 10, ISSN. 0976-2353. pp25-32.
6. "Paradigm Shift in Management Education: Need of The Hour" July 2011, International Journal of Enterprise Computing and Business Systems, Volume 1, Issue 2, ISSN (Online): 2230-8849, pp
7. "Promoting Entrepreneurship in Rural Areas: Need of The Hour," July 2011, Parbandhan Indian Journal of Management, Volume 4, Issue 7, ISSN. 0975-2854. pp32-36.
8. "Customer Relationship Management: Maha Mantra For Success," September 2011, International Journal of Research in Commerce and Management, Volume 2, Issue 9, ISSN. 0972183 (Online). pp103-108.
9. "Salary and Satisfaction: Private - Public Sectors in J&K" December 2011, SCMS Journal of Indian Management, Volume VIII, Number IV, ISSN 0973-3167 pp71-77
10. "Emerging Trends of Corporate Social Responsibility in India: An Overview", June 2011  
The Journal of Rural and Agriculture Research. Volume 12, Number.1, ISSN 0972-4370. pp
11. "Impact of income Tax on Saving and Investment: A Case Study of Assesses in Jammu" November 2012, Sona , Global Mgt Review , Volume 7, Issue 1, ISSN. 0973-9947. pp5-10
12. "Personal Income Tax Structure In India: An Evaluation," January 2013 , Pacific Business Review International Volume 5 , Issue 7, pp1-6
13. "Evaluation of HR practices in public and private sector enterprises: A comparative study" April 2013, Paripex , Indian Journal of research, Volume :2, Issue: 4, , ISSN-2250-1991, pp76-78.
14. "Employer's Branding in India : An overview". December 2013, EXCEL International Journal of Multidisciplinary Management Studies , Volume.3, Issue 12, ISSN 2249- 8834 , pp
15. "Impact Assessment of Entrepreneurship Development Knowledge and Enterprise Performance: A case study of Kulgam District of Jammu and Kashmir". November 2014, International Journal Of Scientific Research And Education, Volume 2, Issue 11, ISSN (e) pp 2321-7545.

#### **Articles in Edited Books.**

- 1 "Entrepreneurship and Local Economic Development". 2007. ISBN 817625-744-3. Publication.
2. "Tourism : Potential and Challenges". 2013 . ISBN 81 -8324-400-9. Mittal publication . pp2019-26.
3. "Status of Women Entrepreneurship in India." 2013, Regal publication.

### **Paper presented in Conferences/Seminars:**

1. Presented Paper titled, "Employer branding : A tool of competitive advantage" in 65<sup>th</sup> All India Commerce Conference held at Mumbai,, From 9-11 Nov,2012.
2. Presented Paper titled, "Fostering Rural Entrepreneurship" in 63<sup>rd</sup> All India Commerce Conference held at Goa, From 1 to 3 October,2010.
3. Presented Paper titled, "Direct Tax Structure in India." in 63<sup>rd</sup> All India Commerce Conference held at Goa, From 1 to 3 October,2010.\
4. Presented Paper titled, "Impact of Globalization on Indian firms", in Eighth International Conference On, "India: Investment Destination", held at Delhi School of professional Studies from January3-5, 2007.
5. Presented Paper titled, "Service marketing :Current issues" In National Seminar on Challenges and Opportunities in Service Marketing, Organised by Department Of Commerce University of Jammu From 6-7 , March2006.
6. Presented Paper titled, "E-commerce' in First International Conference On Vedic Values And Corporate Excellence Held Under at Gurukul Kangri University, Haridwar. From 22-24 , Feb 2002.
7. Presented paper on title , "International Business : Challenges & Perspectives' in International Conference held at Delhi School of Professional Studies and Research, From 8-9 January, 2000.
8. Presented Paper titled, "Problems in effective communication' in 2<sup>nd</sup> ASIAN and33rd International Conference held at Hardwar from26-28 February,1997.
9. Presented Paper titled, "Globlisation of Management Education" in 50<sup>th</sup> All India Commerce Conference held at Osmania University, Hyderabad, AP from 27 to 29 december1996.