

Curriculum Vitae

Profile:

Name	:	Dr. Deepa Saxena
D/o/B	:	31 August 1979
Husband's Name	:	Mr. Abhay Saxena
Marital status	:	Married
Languages Known	:	Hindi and English
Permanent Address:	:	'Ashadeep', MIG-66, Housing Board Colony, Bodabag, Rewa. (M.P.)
Email id	:	Deepasaxena31@gmail.com
Phone	:	07828705638

Educational qualification:

10 th	:	From Central Board of Secondary Education, New Delhi, 1994, with 53.2% marks.
12 th	:	From Central Board of Secondary Education, New Delhi, 1996, with 54.6% marks.
Graduation	:	Bachelor of Science , 1999, From Rani Durgavati University, Jabalpur, with 57% marks.
Post Graduation	:	Master of Business Administration, 2001, From Guru Ghasidas University, Bilaspur, (Chhattisgarh) with 68.9% marks.

Ph.D	:	Doctor of Philosophy From Awadhesh Pratap Singh University, Rewa (M.P.). Awarded Ph.D in December 2011
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Conferences:

International Conferences

S.No.	Topic		ISBN/ISSN	Name of the Conference	Date	Place
1.	Analyzing Customers' Attitude towards Eco Innovation	Paper Presentation		International Conference on Climate Change and Sustainable Management of Natural Resources	2010	ITM Universe Gwalior (M.P.).
3.	Role of Emotional intelligence in Job Satisfaction among the banks in Rewa City	Full paper presentation		3 rd International conference on Emerging trends in Engineering, Technology, Science and Management	2017	Institution of Electronics and Tele communication Engineers, Lodhi Road, Delhi, India
4	Emerging Trends in Corporate Social Responsibility in Global Scenario	Full Paper Presentation		International Conference on Business & Technology	2011	Forestry Research Institute, Dehradun(Uttarakhand).
5.	A study on Challenges and Opportunities of FDI in Multi brand retail in India	Full paper presented and Published (Single Author)	ISBN: 978-81-920249-9-8	International Conference on Contemporary Issues in Business	2013	Chitkara University, Punjab

6.	Strategic Factors Influencing the success of Small and Medium Enterprises: A case study of Jammu and Kashmir State of India	Full paper presented and Published (First Author)	ISSN: 2278-7518	International Conference on Diversifying Trends in Technology & Management	2013	Indian Institute of Technology, Delhi.
7.	Emotional Intelligence as a key factor in Employee Motivation	Full paper presented		INNOSERVE-2015, International Conference, Innovations in Services	January 13-15, 2015	ITM school of Business, ITM Universe Gwalior.
8.	A Study on Influence of Ethics Upon Viewers' Attitude	Full paper presented and Published (Single Author)	ISSN: 2394-3386,	2 nd Internation Conference on Advancement in Engineering, Applied Science and Management (ICAEASM-2018)	2018	Osmania University Campus, Hyderabad
9.	International Conference on New Frontiers in Engg. Science, Law, Management, Humanities and Social Science	Paritipation only		INFES-22 organized by ERU-USA in Collaboration with Maryam Abacha American University of Nigeria, Kano.	26 th to 28 th August 2022	
10.	International Conference on Advanced research, tools	Participation Only		Organized by Eudoxia Research University- USA, in collaboration with Deptt of	9 th and 10 th Dec, 2022	

	and Techniques for Multidisciplinary Research Design			Periodontology, Rama Dental College, Hospital and Research Centre , Rama University, UP, India		
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National Conferences:

	Topic	Name of the Conference	Year	Institution
1.	Employee retention strategies in private Sector banks: A Study of Rewa City	National Conference on Emerging Trends & Challenges in Management	2012	Department of Business Administration, Awadhesh Pratap Singh University, Rewa (M.P.)
2.	Impact of Economic Slowdown on Organized retailing	National Conference on Management Encounters “ New Challenges for Globalization”	2012	Chouksey Engineering College, Bilaspur (C.G.)
3.	Managing Attrition in Life Insurance Sector with special Reference to focus on Employee of HDFC Life Insurance Company	National Conference “ Panacea - 2014”, on Indigenous Management Practices	2014	Department of Business Managemnt, Datta Meghe Institute of Engineering, Technology and Research, Salod (Hirapur), Wardha (Maharashtra)

Seminars:

S.No.	Title of the paper	Name of the seminar	From..... to....	Institution
1.	A Study on Role of Self Help Groups and Women empowerment	National Seminar on Empowerment of Women Through Gender Budgeting in India	30- Nov- 1st Dec, 2012	Department of Commerce, Mata Gujri Mahila Mahavidyalaya (Autonomouou College)
2.	Impact of Economic Slowdown on Organized retailing : An Empirical Study	National Seminal on Economic Reform and Its Impact on Economy	4-5 March, 2014	Swami Vivekanand Government College, Raisen (M.P.)

3.	Problems and Opportunities of FDI in Multibrand Retail in India	National Seminar on Economic Reform and Its Impact on Economy Foreign Direct Investment (FDI) in Indian Retail Market	20-21 February, 2013	Swami Vivekanand Government College, Raisen (M.P.)
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Publications:

Research Papers:

S.No.	Title of the paper	ISSN/ISBN	Year	Authorship**
1.	Attitude of Parents towards targeting children by Advertising	ISSN: 0973-1369	2010	Single Author
2.	Consumers' Attitude Towards easy Navigation of E-Commerce Websites: A Study of Motivational Behaviour behind Online Shopping	ISSN: 2319-5908	2016	Single Author
3.	A Study on Consumer attitude towards Ethics in Advertising Media in Vindhya Region	ISSN: 2319-5908	Dec-2017	Single author
4.	A study on Influence of Ethics Upon Viewers' Attitude	ISSN 2394-3386	January 2018	Single Author
5.	A Study on the Knowledge and Awareness of SHG Activities among the Women and its Role in Enhancing their Socio-Economic Status	ISSN(Print): 2319-393X; ISSN(Online): 2319-3948	Oct–Nov 2019	Single Author
6.	An Insight into AI Adoption In Business Management	ISSN (O) 2393-8021, ISSN (P) 2394-1588	April 2022	Single Author

7.	Strategic factors Influencing the success of Small and Medium Industries: A Case Study of Jammu and Kashmir State of India	ISSN: 2278-7518	March, 2013	Second Author
8.	Emotional Intelligence as a Key Factor in Employee Motivation	ISSN: 2454-8367	2016	Second Author
9.	A Study on Buying Behaviour of women towards Gold Jewellery in Rewa City	ISSN (o): 2394-1537 ISSN (P): 2394-1529	June 2017	Second Author
10.	Effect of Cultural Intelligence on Social Adjustment In Nagpur	ISSN No. - 2319-5908	March 2022	Second Author
	Gender Differences: An Assessment of Stress-Related Behavior	ISSN Print: 2319-393x; ISSN Online: 2319-3948;	Jan-june 2022	Second Author
11.	A Comparative Analysis on Old and New Systems of GST Implications Post Covid-19	ISSN: 2319-5908	June-sept 2020	First Author
12.	The Role of Emotional Intelligence in Job satisfaction Among the Banks in Rewa City	ISSN (O): 23941537 ISSN (P): 23941537	June 2017	Third Author
13.	A Study on Employees' Perception towards Green HRM Practices in Banking Sector During Covid-19 in India	ISSN:2277-7881	November:2020	Third Author

14.	Assessment and comparison of frustration in juvenile Delinquents and non-delinquents	Online ISSN 2348-3083	March 2022	Third Author
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Research Workshops:

S. No.	Name of the workshop	Organized by	From... to ...
1.	National Workshop on Research Methodology for Management and statistical Analysis Using PASW 18.0	Faculty of Management Studies, ITM Universe, Gwalior in association with SPSS South Asia Pvt. Ltd., Bangalore	August 18-21, 2010
2.	National Workshop on Research Methodology and Statistical Softwares	Department of Business Administration, Awadhesh Pratap Singh University, Rewa (MP)	December 18-20, 2013
3.	National Workshop on Research and Teaching Methodology	Department of Commerce, Govt. T.R.S. College(Autonomous), Rewa (MP)	September 1-7, 2016

Faculty Development Programme:

- 1) 10 days faculty development programme on Structural Equation modelling and Artificial Neural Network from 27 February 2021 to 28 March 2021, by ITM School of Business, Vadodara.
- 2) One week faculty development programme on Research quality, teaching, learning and Evaluation, 10-16 march, 2022, Govt. Motilal Vigyan Mahavidyalaya, Bhopal (MP).
- 3) International FDP on manuscript drafting and Application of software for free SCOPUS, WOS, UGC-Care Publication Process, FDP-MDP-2.0 Organized by ERU-USA Powered by International Council of Innovation and Research, ICIRA, from 5th Nov to 10th Nov. 2022.
- 4) FDP on Qualitative and Quantitative Research Design organized by ERU –USA and India and International Council of Media and Entertainment Research, IMAER from 17th Jan to 21st Jan 2023.
- 5) Advanced FDP on Manuscript Drafting and Publication, Organized by Eudoxia Research University and ERC-India and World Statistical data analysis Research Association: WSDA from 27th January to 4th Feb 2023.
- 6) International FDP on Qualitative and quantitative research design for manuscript drafting Process, organized by Eudoxia Research University-USA, powered by ERC- India and World environmental Research Association: WERA, from 11feb to 17 Feb 2023.

Workshops:

- 1) Workshop on Scopus, WOI, UGC-Carelist free publication and Patent Filling Process, WOSAP-2022, Organized by International council of Innovation and Resaerch HIRA Powered by Eudoxia Resaerch Centre ERC- USA, From, 3rd March to 11th March 2022.
- 2) International Workshop on Research Methodology on Qualitative data Collection, Coding and data Analysis for free scopus publication process, WOQDA-2022, Organized by International Sociological Research Association: ISRA, Powered by Eudoxia Resaerch Centre ERC- USA, From, 6th April to 11th April 2022.
- 3) International Workshop on Research Methodology, WORAM-6.0-2022, Organized by International Council of Innovation and Research (ICIRA), Powered by Eudoxia Resaerch Centre ERC- USA, From, 26th March to 2nd April 2022.
- 4) International Workshop on Research Methodology- Organized by Eudoxia Research University in collaboration with World Basic Science Research Association, from 21st Nov to 26th Nov. 2022.

Membership:

Fellow Member of Eudoxia Research University (FMERU), USA, Academic Senate and International Research Council of Eudoxia Research Centre (Govt. of India), An ISO -9001-2015 IAF certification, Under MSME, MCA and Start-up India, Govt. of India, Vadodara.

Book: “Ethical Values in Advertising Media In Vindhya Region”, published by Wizcraft Publications and Distribution Pvt. Ltd. (ISBN No: 978-93-83183-51-7).

Research Guidance: Worked as Co. Guide in M. Phil from 2011 to till date.

Work Experience:

- 1) Working as Guest faculty In Department of Business Administration for past 9 years including 3 years in Bachelor of Business Administration, 1.5 Year in Masters of Business Administration and 5 years in M.Phil (Management) in Awadhesh Pratap Singh University since July 2007.
- 2) Have been actively involved in evaluation of copies and departmental extra curricular activities.