Curriculum Vitae

Dr. Pooja Rani

Assistant Professor

GNIOT, Greater

Noida, Uttar

Pradesh, India

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Academic Qualifications

Ph.D. (Business Management): Ph.D. (Submission of Thesis: December 2022; Defense: September 2023, Award of Degree: February 2024)University: School of Management Studies, Punjabi University, Patiala, Punjab, India.

Master of Philosophy (2014-2016) Human Resource management, Chaudhary Devi Lal university Sirsa, India

Master of Business Administration (2012-2014): Human Resource Management (major) & Marketing (minor), Chaudhary Devi Lal university Sirsa, India.

Bachelor of Arts (2009-2012): Kurukshetra University Kurukshetra, India.

Intermediate: Govt. Vocational Education from H.B.S.E., Bhiwani, Haryana, 1st division (75.8%), 2009.

Matriculation: S.D. High School from H.B.S.E. board, Bhiwani, Haryana, 1st division (68%), 2007.

AWARDS and FELLOWSHIPS

☐ University Grant Commission National Fellowship (RGNF-2016).

☐ Global Researcher Award-2022, by Mahila Shasktikaran Sangha-2016.

Certifications

- *AI In Human Resource Management*, NPTEL (IIT Guwahati), Jan–April 2025
Score: 55%, **12 weeks Course.**

AREA OF INTEREST

- Human Resource, Organizational Behaviour, General Management.

TEACHING EXPERIENCE

- Worked as a Research Fellow in Punjabi university Patiala, Punjab (17 July 2017 to 31st March 2022.)

- Worked as an Assistant Professor in Chandigarh Group of College, Jhanjeri, Mohali (Punjab) (3rd April 2023 to 8 July 2024).

- Currently working as an Assistant Professor in Greater Noida Insitute of Technolgy, Knowledge park-2, Greater Noida (UP). 16 September to Till Date.

Taught BBA and MBA courses in management.

Refereed Journal Papers

1) Paper Title: "Role of Social Media on Employee Productivity in the workplace: A Study on Banking Sector" (2018), Research Paper published in GKU Journal of Business Management, 4(1).

3) Paper Title: "Work Life Imbalance: A Study of IT/ITES" (2018), Research Paper published in PCMA Journal of Business Management, ISSN NO: 0974-9977, 11(2), 96- 110.

5) Paper Title: "A Review on: How Employee Job Performance Influenced by the Use of Social Media at Workplace" (2020), Research Paper published in Journal of Critical Review, ISSN NO: 2394-5125, 7(5), (Scopus Index).

6) Paper Title: "Influence of Work-Life Balance on Employee's Job Attrition" (2020), Research Paper published in American Journal of Economics and Business Management, ISSN: 2576-5973, 3(5).

7) Paper Title: "Improving Job Performance Through Social Media: The Mediating Role Of Transactive Memory Capability" (2023), Research Paper published in International Journal of Sustainable Development and Planning, 18(7), pp. 2259-2269, (Scopus Index).

8) Paper Title: "Social Media Usage Allure Job Performance: Mediating Role of Social Capital and Knowledge Sharing" (2024), Research Paper published in Performance Improvement Quarterly, 37(1) pp. 32-49, (Scopus Index).

9) Paper Title: "A literature review on use of social media in job performance: social capital and self-efficacy" (2024), Research Paper published in International Journal of Business Information Systems, 46(4), pp. 491-515 (Scopus Index + ABDC Index).

10) Paper Title: "Social media usage and Job performance: A sequential mediation analysis with Social Capital, Self-efficacy, Job Satisfaction and Knowledge Sharing" (2024), Research Paper published in Benchmarking: an International Journal, pp. 1-25, ISSN: 1463-5771, https://doi.org/10.1108/BIJ-03-2023- 0143 (Scopus Index + ABDC Index.

Book Chapter(s)

1. Paper Title: "Work Life Imbalance: A Study of Information Technology and Information Technology Enabled Services Industry" (2018), Research Paper published in book chapter "Digital Marketing Insights", ISBN No. 978-93-87387-02-7, pp. 99-114.

2. Paper Title: "Strategies for improving work-life balance in IT and ITES

Industry" (2019), Research Paper published in a Conference Proceedings "International Multi Disciplinary conference on Arts, Social Science, Management and Technology", ISBN No. 978-81-944235-1-5, pp. 45-61.

Webinars/Workshops Participated

1. **Participated Ten days Programme** the "Capacity Building Workshop in Research Methodology" (March 5-14, 2018) organized by the Gujrat Institute of Development Research, Ahmedabad and sponsored by ICSSR, New Delhi.

2. **Attended ICSSR sponsored** "Ten Days Orientation Programme in Social Science Research" from 26 November to 06 December, 2018 organized by Institute for Studies in Industrial Development, New Delhi.

3. **Participated in ICSSR sponsored** "Ten Days Workshop on Research Methodology Course for M.Phil/Ph.D./ Research Scholars in Social Science" organized by Faculty of Commerce, Banaras Hindu University, Varanasi during February 04-13, 2019.

4. **Participated sponsored ICSSR** Capacity Building programme "Pathways of Social Research: A Methodology Training" held at Centre for Development Studies (11-16 March 2019) Thiruvananthapuram, Kerala.

5. **Participated in ICSSR sponsored** "Research Methodology Course in Social Science" organized by the Institute for Social Economic Change, Bengaluru, during March 21-30, 2019.

6. **Participated in** "Management Development Programme on Digital Marketing and Personal Branding" held from 7th-11th January 2020 at School of Management Studies, Punjabi University Patiala.

7. **Participated in** "One Day Online Workshop on Data Analysis through SPSS for Effective Research Productivity" organized by School of Education at Guru Nanak Dev University Amritsar during 18th June, 2020.

8. **Participated in webinar on** "Cyber Media in New World Order" organized by Delhi Metropolitan Education affiliated to Guru Gobind Singh Indraprastha University, Delhi during 1st June, 2020.

9. **Participated in** the One Week International e-Symposium on "Online Modes of Teaching and Learning: A Global Perspective" in Guru Kashi University, Talwandi Sabo, Bathinda (Punjab) held on 25th to 29th May, 2020.

10. **Participated in** the "National Webinar on COVID-19: Lessons for Educators" organized by Punjab Commerce & Management Association (PCMA) held on 25th May, 2020.

11. **Participated in** the Webinar on "Usability of CMIE-Database during COVID Pandemic" organized by the faculty of management & commerce, Jagan Nath University, Bahadurgarh in CMIE (Centre for Monitoring Indian Economy) held on 26th May, 2020.

12. **Participated in** National Webinar on "Fine Tuning Your Research papers: Publication in SCOPUS, Web of Science indexed and ABDC rated journals" organized by the Research & Post-Graduate Department of Commerce, Bharata Mata College, Thrikkara Kochi-21, Kerala, held 25th May, 2020.

13. **Participated in** One Week Workshop on "Core Competency Skills Development Programme" organized by Institute of hotel management in Guru Kashi University Talwandi Sabo (Bathinda) from 11th to 15th May, 2020.

14. **Attended the** Webinar on "Effective Research work using online platform during pandemic like COVID19" hosted by Research cell, Dayananda Sagar college of arts, Science and Commerce, Bangalore on 18th May 2020.

15. **Attended the** interactive webinar on "Systematic Literature Review – S. R. A. M. Model" enfolded by Dr. Hiren Patel from 8th to 10th May, 2020.

Short-Term Programme/Faculty Development Programme

1. **Attended the** "NEP-2020 Orientation & Sanitization Program under Malaviya Mission Training Program" organized by UGC-MMTTC, Shri Guru Teg Bahadur Khalsa College, University of Delhi from 17 September-27 September, 2024.

2. **Attended the** "National Intellectual Property Awareness Mission" organised by Intellectual Property office, in India from 11 November 2024.

3. **Attended the** "NEP-2020 Orientation & Sanitization Program under Malaviya Mission Training Program" organized by UGC-MMTTC, Shri Guru Teg Bahadur Khalsa College, University of Delhi from 4 November - 14 November 2024.

4. **Attended the** "7 Days Faculty Development Programme" on Exploring the Application of AI in the Higher Education System organized by Trinity Institute of Innovations in Professionals Studies in Collaboration with Indian Economic Association, Greater Noida from 10 January-16 January 2025.

5. **Attended the** "Faculty Development Programme" on Data Mining and Data Analysis organized by Electronic ICT Academy IIT Roorkee in the Association of GNIOT Institute of Professional Studies, Greater Noida from 27 January- 05 February 2025.

6. **Attended the** "One Week Professional Development Programme" on Mastering Edge Analytics and Prompt Engineering for innovation in Teaching and Learning organized by Department of Computer Science and Engineering and IEEE-SB-SMC Vardhaman College of Engineering, Hyderabad from 11 February- 15 February 2025.

7. **Attended the** "National Online Short-Term Programme/Faculty Development Programme" on Basics of Research Methodology & Issues of Plagiarism (An Interdisciplinary Approach) under MMTTP of UGC organized by UGC-MMTTC, Shri Guru Teg Bahadur Khalsa College, University of Delhi Greater Noida from 21 March- 27 March 2025.

8. **Completed the "**12 Weeks Course NEPTEL-AICTE Faculty Development Programme" Funded by MOE, GOVT. of India, for successfully completing the course AI in Human Resource Management, From January- April, 2025.

Conferences/Seminar

1. Participated and Presented paper titled "social media is Curse/boon for Employee" Productivity in Banking Sector" at the 11th Indian Subcontinent Decision Science Institute (ISDSI) International Conference held at the IIM, Tiruchirappalli, and December 27-30, 2017.

2. Participated and presented a paper titled on "Role of Social Media on Employee Productivity: A Study on Banking Sector" National Conference Organized by Punjab Commerce and Management & Association (PCMA) and held at Guru Kashi University from 27th April, 2018.

3. Participated and presented a paper titled on "Work Life Imbalance: A Study of IT/ITES" at International Conference on Sustainable Management (ICSM) organized by IIM, Kashipur 25th-27th May, 2018.

4. Participated and presented a paper titled on "Influence of Work Life balance on employee's job attrition" at International Conference on Commerce, Management, Economic & Social Studies organized by Dayalbagh Educational Institute, Dayalbagh, Agra (April 17, 2019).

5. Participated and presented a paper titled on "Relationship between Work-Life Balance and Employee's Job Attrition" at Academy for Global Business Advancement (AGBA) 16th World Congress held at the Indian Institute of Technology - Delhi on July 2-4, 2019.

6. Participated and presented a paper titled on "A review on: Different mediators played mediating role between social media usage & employee performance at workplace" in Two Days National Conference on "Moving towards Sustainable Marketing Practices: Challenges

and Opportunities" organized by Department of Commerce (SAP: DRS-III), University of Jammu on 29th-30th August, 2019.

7. Participated and presented a paper titled on "Impact of work life balance on Employee's Job Attrition in IT/ITES Industry" in National conference "Recent progressions in economics, commerce, management, IT, Tourism and agriculture in India" held at Punjabi institute of management and technology, (PCMA), 6th November, 2019.

8. Participated and presented a paper titled on "A Review on: how employee job performance influenced by the use of social media at workplace" in the International Conference on "Business agility in volatile times" organized by Mittal School of Business, Lovely Professional University, Punjab in association with Curtin University, Australia, 7th-9th November, 2019.

9. Participated and presented a paper titled on "Rise of Social Media Valuable in Employee Performance at Workplace" in the "7th PAN IIM WORLD MANAGEMENT CONFERENCE" held in Indian Institute of Management Rohtak, during 12th-14th December, 2019.

10. Participated and presented a paper titled on "A Literature Review on Cyber Violence, Twitter and critical Awareness of social media in Teacher Education" in the international conference titled "Sustainable Business Management Practices and Social Innovation" on 30th January, 2021 organized by SRDC-Vidhyanidhi CMS, Jain (Deemed-to-be University).

11. Participated and presented a paper titled on "Investing the Role of Sequential Mediator in the Relationship Between Social Media Use and Job Performance in the Indian Public University Context" in the international conference titled "Innovation and Sustainability in business development" on 22th 24th February, 2024 organized by Directorate of Distance & Online Education, University of Jammu.

12. Participated and presented a paper titled on "Digital Transformation in Commerce Challenges and Opportunities in the Post Pandemic Global Economy" in the international conference on sustainable Development Goals-Challenges, Issues and Practices (SDG-CIP 2025), 25 April - 26April, 2025 organized by Faculty of Commerce and Management, TMIMT- College of Management , Teerthanker Mahaveer University, Moradabad, Uttar Pradesh.

SKILLS

1. Teaching and Curriculum Development
2. Qualitative and Quantitative Research
3. Data Analysis and Statistical Software (SPSS)
4. PROCESS macro

5. AMOS

6. Academic Writing and Publishing

PERSONAL DETAILS

➢ Date of Birth: 12/09/1991

➢ Gender: Female

➢ Nationality: Indian

➢ Marital Status: Married

➢ Address: 107/4 Vijay Nagar, Kanpur-208005(Uttar Pradesh)

➢ Languages: English, Hindi, Punjabi

➢ Contact N: 8168336355

Declaration

I hereby undertake that the above information is true to the best of my knowledge.

Signature: Pooja Rani
Place: Delhi, India