

Name	Dr. Jasleen Kaur
Designation	Assistant Professor
Department and Contact	University School of Applied Management Mob: 9888814906 Email: jas_leena81@yahoo.co.in
Area of Specialization	Marketing Management

Education Qualification
1. PhD from Punjabi University, Patiala 2. UGC-NET qualified 3. MBA (MM) from Punjab Technical University, Jalandhar
Teaching Experience: 18 years
Ph.D. Students guided/under guidance: 5 students have completed and 3 students are enrolled
Workshops attended
1. 7-day national workshop on “Financial, Legal and Social Awareness among teachers” at women’s Studied Centre on 9-15 January, 2018 2. 7-day national workshop on Data analysis through SPSS at RIMT university from 30 th November- 9 December 2018
Invited Lecture
Lecture on ‘Importance & Role of CSR in Private organizations’ delivered on 17 th September 2022 at Gujranwala Guru Nanak Khalsa college Ludhiana
Member of Committees: Member of various Students related and Academic Committees like Discipline, Anti-Ragging, Course Coordinator, Time Table, Fee Concession, Cultural etc.
Conducted Exams: Conducted various End Semester and Mid Semester Exams

Awards Received

1. Best Paper Award at National conference at Chitkara University in 2019

Books

- i) **Original:** 01, Titled 'Fundamental of Organizational Development', ISBN:978-93-80144-18-4, Twenty First Century Publication, 2010
- ii) **Edited:** 01, Titled 'Service Industry: Challenges and Opportunities', ISBN :978-93-90863-66-2, National Press Associates, 2023

Conference/Seminar Presentation: Presented papers in 17 Conferences and Seminars

List of Papers Published: 27

1. Talent Management & Internal marketing published in Innovative research for business and Management, ISBN-978-93-81212-21-9
2. Internal marketing as a tool of Quality of Worklife, published in Punjab Journal of Business Studies, ISSN-0973-4465
3. Quality Management in the context of Internal Marketing: A theoretical Approach', ISBN-978-81-920249-9-8.
4. Internal marketing strategies and employee’s performance in Banking sector, published in contemporary issues in Management journal, ISBN-978-81-929890-0-6.
5. Work Culture: A Comparative study of a public and private university in Punjab, published in International journal in Applied studies and Production Management, ISSN-2394-840X.
6. Asian infrastructure Investment Bank: Structure & opportunities & challenges for India, Published in International journal in Applied Studies and Production Management, ISSN-2394-840X.
7. Factors affecting Indian stock Market: Role of FDI and FII, published in PCMA journal of Business, ISSN No: 0974-9977
8. Green HRM: A key to the success of an organisation, Published in International journal in Applied Studies and Production Management, ISSN-2394-840X.
9. Examining the relationship of work engagement and organisational commitment with organisational

citizenship behaviour ‘, published in Transforming Traditional Business-Changing Scenario of Corporate Business, ISBN No. 978-93-85450-24-2

10. Performance analysis of district Central Cooperative banks in India, PIMT journal of Research, ISSN-02278-7925

11. A study of analysis of Indian’s most valuable banking brands with global ranks, Research Review international journal of multidisciplinary, ISSN- 2455-3085, Vol-4

12. Critical analysis of factors affecting job satisfaction, PCMA journal of Business, ISSN-0974-9977, Vol-12.

13. Examining the role of trust between social commerce construct and intention to buy, Our Heritage journal, ISSN;0474-9030

14. A study to analyze the effect of workplace bullying on turnover intentions of educational professionals, Eduindex journal, ISSN-2394-3114

15. Perceived usefulness, trust and trust performance: in social commerce context, journal of critical review, ISSN: 2394-5125, Vol-7, issue-12

16. Sense of calling: A theoretical acquaintance with an emerging construct, Shodh Sarita, ISSN-2348-2397

17. Development and validation of teacher’s sense of calling scale, Management and labour studies journal, Vol-46, issue-4 pp 438-451

18. Assessing the effects of brand personality on brand equity in Indian banking industry, Research voyage journal, ISSN-2582-6077, vol-3

19. Assessing the sustainability of Indian banks: Role of bank service quality in brand equity, Journal of oriental research Madras, ISSN-0022-3301

20. Impact of socio demographic variables on brand equity in the Indian banking industry Oeconomia copernicana journal, p-ISSN 2083-1277, e-ISSN 2353-1827, volume 12, issue 6,2021

21. Exploring the dynamics of brand personality and its influence on brand equity in the banking sector, Rabindra Bharti Journal of philosophy, ISSN: 0973-0087, Vol:23, No.06

22. A review article on Impact of GST on various sectors of Haryana, International research journal of humanities and interdisciplinary studies, ISSN:2582-8568

23. The emergence of digital marketing and its impact on the service sector, International research journal of humanities and interdisciplinary studies, ISSN-2582-8568

24. Financial literacy in Indian context: A review of National strategy for financial education 2020-25, International research journal of humanities and interdisciplinary studies, ISSN:2582-8568

25. IT revolution in the Indian banking sector: A review of techno trends, challenges and opportunities, published in book titled ‘Service industry: Challenges and Opportunities’ ISBN:978-93-90863-66-2

26. A study of social media marketing: Recent Trends, Opportunities and Challenges, published in book titled ‘Service industry: Challenges and Opportunities’, ISBN:978-93-90863-66-2

27. Cyber Insurance: An emerging challenge cum opportunity in the Indian service industry, published in book titled ‘Service industry: Challenges and Opportunities’, ISBN:978-93-90863-66-2