

6TH May 2022

Detailed Resume

Dr.(Ms.) Manpreet Arora

(Ph.d, M.Phil, M.com (with Distinction), UGC NET, B.Com (Gold Medalist)

Assistant Professor Management,
HPKVBS, School of Business and Management Studies,
Central University of HP,
Dhauladhar Pariser, II,
Behind Boys senior secondary school,
Dharamshala, HP-176215
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09816343330

Category: General

Gender: Female

Social status: Minority, Sikh

Brief Resume

Dr (Ms.) Manpreet Arora is Senior Assistant Professor of Management in the School of Commerce and Management Studies, Central University of Himachal Pradesh Dharamshala, India. With around twenty years of teaching experience she has varied interest areas. A Gold medalist at undergraduate and distinction holder at postgraduate level, she obtained her Ph.d in International Trade from Himachal Pradesh University, Shimla, India. She is an M Phil also from the same university. She is a throughout merit holder with meritorious ranks in 10th and 12th also. Her areas of research interest include Accounting and Finance, Strategic Management, Entrepreneurship, Qualitative Research, Case Study Development, Communication Skills and Microfinance. She has been guiding research at the doctoral level and has worked in the area of Microfinance. As an active seminarian, she has attended more than hundred seminars/ conferences, and has visited several universities and colleges to deliver invited talks on Finance, Strategic Management, Qualitative Research, Business Communication, Interpersonal skills, Entrepreneurship and Skill Development. She is a motivational speaker and conducts workshops on communication and motivation. Having published more than 25 papers in various journals of national and international repute (including SCOPUS, WOS and Category Journals), she has also worked as content developer of MHRD '*e-PG Pathshala*' Project and OER's for IGNOU. She has written thirty book chapters in national as well as international books/handbooks/volumes published with Routledge, CABI, Apple Academic Press, IGI, Taylor and Francis and latest with Springer Nature etc. With four edited books in her credit she is a persistent researcher in the field of Management. She is an active social worker also and is working towards the protecting the rights of women.

Details

Period of teaching experience:

Total Teaching Experience: 20 years

Only PG classes (in years): 16 years

Only UG Classes (in years): 8 years

Only Ph.d Classes (In Years): 10 years

Fields of Specialization under the Subject / Discipline/Research Interest:

Accounting and Finance, Microfinance, Qualitative Research, Sustainable Development, Strategic Management, Communication, Qualitative and Quantitative Research

Ph.d Supervised: One, Titled: Microfinancing through Self Help Group Bank Linkage Programme: An Impact Assessment in Himachal Pradesh

Ph.d Supervising: Four

Academic Qualifications (Matric till post graduation and M.Phil, Ph.d):

Examinations	Name of the Board/ University	Percentage of Marks Obtained	Division/ Class/ Grade
Matriculation (10 th)	HP Board of school Education, Year-1995	78%, Merit Holder 47 th Rank In the State of Himachal Pradesh	Ist
Higher Secondary/ Intermediate (10+2)	HP Board of school Education Year-1997	81%, Merit Holder 20 th Rank the State of Himachal Pradesh, 1 st in Commerce Group in whole Himachal	Ist
Bachelor's degree B.Com (Gold Medalist)	H.P.U Shimla, DAV College Kangra Year-2000	78%, Ist in HPU Himachal, Gold Medalist of HPU Shimla	Ist
Master's degree M.Com (With Distinction)	Guru Nanak Dev University Amritsar (D.A.V College Jalandhar) Year-2002	81%, Distinction holder in GNDU in M. Com	Ist
M.Phil. in Commerce	H.P.U Shimla, HP, India Year- October, 2003	67%	Ist
Ph.D. Commerce and Management	H.P.U Shimla Year-2012		
UGC NET (Commerce)	UGC, Dec 2003		

Appointments held prior to joining CUHP:

Name of the University/ College	Designation	Nature of the Post (Temporary/ Ad-hoc/ Permanent)	Level	Class Taught		Experience		
				UG	PG	From	To	Total (YY/M M)
Central University of HP	Assistant Professor	Contractual Teaching PG and Ph.d Classes	10	-	Yes	8.10.2010	6 Nov 2012	2 years
HPU Regional centre Dharmshala	Assistant Professor	Guest Faculty Teaching PG classes	-	-	Yes	2005	2010	5 years
Govt. Degree College Dharamshala	Lecturer	Guest Faculty Teaching UG classes	-	Yes	-	2005	2010	5 years
DAV college Kangra	Lecturer	Adhoc Teaching UG classes	-	Yes	-	2002	2005	3 years

Post(s) held after appointments at CUHP:

Designation	Department	Nature of the Post (Temporary/ Ad-hoc/ Permanent)	Date		Level (7 th CPC)
			From	To	
Assistant Professor	HPKVBS	PERMANENT Teaching PG and Ph.d Classes	7 Nov 2012	Till date	Level 12

Subjects Taught in the entire Teaching Career

Qualitative Research
 Strategic Management
 Working capital management
 Principles of management
 Management of financial Institutions
 Accounting for Managerial Decisions
 Operations Management
 Banking and Financial Markets
 Mergers and Acquisitions
 Leadership
 Organization Behavior
 Communication
 International Business Environment
 Project management

Personal finance
Entrepreneurship Development
Success Stories of Entrepreneurs
Business laws
Statistics
Research methodology
Indian Economic Environment
Business Environment
Legal Aspects of Business
Company Law
Auditing
Mercantile Law
Taxation
Financial Management
Strategic Financial Management
Human Values and Ethics
Investment Analysis and Portfolio Management
Cost Accounting
Management Accounting

Courses taught to Ph.d

Advances in Research in Management
Qualitative Research

Awards & Honours Received:

1. Received Gold Medal from HP University Shimla for standing first in the State in B.Com.
2. Received an honour from Himotkarsh as Gold Medalist for BCOM in 2000.
3. Received Nation Builder award as a Best teacher from Rotary International in 2016.
4. Received Certificate of Merit from HP Board of School Education for 20th Rank in all Himachal and 1st in Commerce in 10+2
5. Received Certificate of Merit from HP Board of School Education for 47th Rank in all Himachal and 1st in Commerce in 10th.

Research Contributions:

Co-edited Books: Four

1. *Communication Perspectives in Modern Businesses* [a co-edited book], New Delhi: Anamika Publishers, 2020 [ISBN 978-81—7975-880-9].
2. *Envisioning Effective Management Communication* [a co-edited Book], New Delhi: Anamika Publishers, 2019 [ISBN 978-81-7975-997-4].
3. *Communication, Entrepreneurship and Finance: Renegotiating Diverse Perspectives* (co-edited). New Delhi: Anamika, 2018.
4. *Communication in Contemporary Scenario: Its Multiple Dimensions* (co-edited), 2017. New Delhi: Anamika, 2017. [ISBN: 978-81-7975-833-5]

Total National as well as International Publications in Online Journals, Print Journals, Category Journals, SCOPUS indexed Journals, Magazines, International Volumes,

International Handbooks, Book chapters-	55 (Fifty Five)
Publications in e-content text and four quadrants-	10 e PG Pathshala
E Content Only video-	3 IGNOU
E Content Only Text-	10 OER CUHP
Edited Books-	4
Seminars and Conferences attended-	100
Short term courses/workshops attended-	10
Online Swayam Courses attended and passed-	05

Latest Publications Published as well as Communicated:

1. Chapter communicated for publication titled “Integrating Gig Economy and Social Media Platforms as a Business Strategy in the Era of Digitalization” Communicated for publication in an International Book series titled “Integrated Business Models in the Digital Age: Principles and Practices of Technology Empowered Strategies” coming out from Springer Nature, ISBN 978-3-030-97876-1.
2. Chapter Titled “Women, Religion and Festivals: Exploring Qualitative Dimensions of role of women in legends behind the celebrations of festivals in India” Communicated for publication in an International Title “Festival and Event Tourism Building Resilience and Promoting Sustainability” Communicated by CABI International, 2022. ISBN13: 9781799889250 | ISBN10: 1799889254 | EISBN13: 9781799889274
3. Chapter communicated for publication titled “Analyzing Microfinance as a Resilience Strategy for Poverty Alleviation and Promoting Sustainable Tourism: A Communicative Perspective” in an International title “Dynamics of tourism industry post pandemic and disaster” under publishing from Apple Academic Press, A Taylors and Francis co publishing.
4. Chapter communicated for publication titled “Coalescing Skills of Gig Players and Fervor of Entrepreneurial Leaders to Provide Resilience Strategies During Global Economic Crises:” in an international title COVID-19’s Impact on the Cryptocurrency Market and the digital economy, coming out from IGI global International USA.

Top Few Publications:

- 1 Repurposing the Role of Entrepreneurs in the Havoc of COVID-19, International Chapter in a volume Published by Taylor’s and Francis, CRC Press, in Volume titled, Entrepreneurship and Big Data, 2021. eBook ISBN9781003097945. A peer reviewed publication.
- 2 Examining and Analyzing the Determinants of Non Performing Assets in Public and Private Sector Banks in India, International Journal of Economics and Business Research DOI: 10.1504/IJEBR.2023.10041880, A Scopus Indexed Journal.
- 3 Evaluation of Non Performing Assets of Public and Private Sector Banks under SHG Bank Linkage Programme” in double-blind peer reviewed Journal, Indian Journal of Finance, ISSN 0973-8711.A Scopus Indexed, ABDC Category and UGC Listed Journal.
- 4 Disbursement of Credit Under SGSY Scheme of Rural Development: A Comparison of SHGS Swarozgaris and Individual Swarozgaris” Published in Indian Journal of Finance. 2016-2017, ISSN 0973-8711.A Scopus Indexed, ABDC Category and UGC Listed Journal.

- 5 Revisiting the Inner Self in Times of Debilitating Distress: Gateways for Wellness Through Spiritual Tourism”A co-authored research paper. International Journal of Religious Tourism and Pilgrimage (IJRTP), Vol.9 (2021), Issue 5.Published by Technological University Dublin, Dublin, Ireland,ISSN: 2009-7379DOI: 10.21427/D7VC7D. A SCOPUS indexed journal.
- 6 The Impact of SHG Bank Linkage Programme on the Members of Self Help Groups: An Empirical Investigation in the State of Himachal Pradesh. SUMEDHA Journal of Management. ISSN (Print): 2277-6753 (UGC listed and peer reviewed Journal). Vol.7 No.1 January- March 2018-09-03.
- 7 Microfinance, Women Empowerment, and Transformational Leadership: A study of Himachal Pradesh. International Journal on Leadership. ISSN: 2321-1865. (Peer Reviewed Journal). Vol. 6 Issue 2 October 2018.ISSN Number: 2321-1865.
- 8 Mergers and Acquisitions in Entrepreneurship for Gaining Strategic and Competitive Advancements, vol 8, issue 6, December 2015, Pacific Business Review., A WOS and Index/listed, peer Reviewed Journal.(Single Author)
- 9 Role of Financial Institutions in promoting Microfinance through SHG Bank Linkage Programme in India. (*Pacific Business Review International*. 2016-2017. A WOS and Index/listed, peer Reviewed Journal. (Co-authored).
- 10 Creative Dimensions of Entrepreneurship: A key to Business Innovation, June 2016, Pacific Business Review International. A WOS and Index/listed, peer Reviewed Journal (Co-authored)
- 11 Chapter 8 titled, Ruminating on Microfinance as a Contrivance of Economic Development and Women Upliftment: A Case of India, in an International Book titled,Multidimensional Approach to Local Development and Poverty: Causes, Consequences, and Challenges Post-COVID-19, December, 2021, Published by IGI Global.ISBN13: 9781799889250 | ISBN10: 1799889254 | EISBN13: 9781799889274
- 12 Microfinance for achieving Sustainable Development Goals: Pondering over Indian Experiences for the Preservation of Magnificent African Natural Resources (Co-Authored, International Book Chapter). Microfinance and Sustainable Development in Africa,ISBN13: 9781799874997,ISBN10: 1799874990, EISBN13: 9781799875017,IGI Publications, a peer reviewed publication
- 13 Chapter 5 titled, Neutralizing Maleficent Effects of COVID-19 Through Entrepreneurship: Peeping Through the Lens of Communication, in International Volume, a peer reviewed publication in Reference Book Effective Strategies for Communicating Insights in Business, IGI, USA DOI: 10.4018/978-1-7998-3964-4,ISBN13: 9781799839644|ISBN10: 1799839648|EISBN13: 9781799839651|ISBN13 Softcover: 9781799858546,
- 14 Chapter 3 (Co-authored),Post-Truth (Mis)communication as Enigmatic Mystification and Misuse of Language in a premier Reference Book Redefining the Role of Language in a Globalized World, IGI, USA, DOI: 10.4018/978-1-7998-2831-0|ISBN13: 9781799828310|ISBN10: 179982831X|EISBN13: 9781799828334|ISBN13 Softcover: 9781799828327
- 15 Chapter 5 , Titled Post-Truth and Marketing Communication in Technological Age (pages 94-108) published in Handbook of Research on Innovations in Technology and Marketing for the Connected Consumer, A volume in the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series, a peer reviewed publication, 2018, Published in the United States of America by IGI Global Business Science

Reference (an imprint of IGI Global) (ISSN: 2327-5502; eISSN: 2327-5529).
<https://www.igi-global.com/chapter/post-truth-and-marketing-communication-in-technological-age/239498>

- 16 Book chapter titled “Challenges of Psychosocial Well-Being in Post-Pandemic World: Perspectives from India and Select Nations”. (Co-authored). *Contemporary Family Challenges: Psycho Social Perspectives in Romania and India*. Edited by Elina Costin and Poonam Khurana. Cluj University Press, Romania. A peer reviewed publication.
- 17 Chapter 12 From Earning Profits to Sustainability: A Critical Evaluation of CSR Initiatives in Tourism Sector, international publication in volume titled Sustainable Tourism: Breakthroughs in Research and Practice Information Resources Management Association USA, Published in the United States of America by IGI Global, Business Science Reference (an imprint of IGI Global). A peer reviewed publication 2019, DOI: 10.4018/978-1-5225-7504-7.

Serving as Reviewer in

1. Foresight (Emerald)
2. Sage open (Sage)
3. FIIB Business Review, (Sage)
4. Asia-Pacific Journal of Management Research and Innovation, (Sage)
5. Gender in Management, (Emerald)
6. International Journal of Religious Tourism and Pilgrimage (Technological University Dublin)
7. Journal of Creative Communications (Sage)
8. IGI Global (IGI International)

Online Content prepared and available on OER

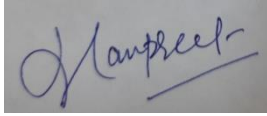
S.No	Module prepared	Author	Portals under which e content is uploaded
1.	Financial Information Sources	Dr Manpreet Arora	ignou sojnms Link to be retrieved https://www.youtube.com/watch?v=p-wTC4XiQSA
2.	Trade Communication	Dr Manpreet Arora	ignou sojnms Link to be retrieved https://www.youtube.com/watch?v=HUIIUAbp6vU
3.	Corporate Image Management	Dr Manpreet Arora	ignou sojnms Link to be retrieved https://www.youtube.com/watch?v=S8YFXJEI2dA
4.	MODULE 11 International Economic	Dr Manpreet Arora	e-PG Pathshala, National Mission on Education through, MHRD

	Institutions: WTO		Link to be retrieved http://epgp.inflibnet.ac.in/search.php
5.	MODULE 12 Role of IMF in World Monetary System	Dr Manpreet Arora	e-PG Pathshala, National Mission on Education through, MHRD Link to be retrieved http://epgp.inflibnet.ac.in/search.php
6.	MODULE 13 Objectives and Functions of IMF	Dr Manpreet Arora	e-PG Pathshala, National Mission on Education through, MHRD Link to be retrieved http://epgp.inflibnet.ac.in/search.php
7.	MODULE 14 Objectives and Functions of World Bank and ADB	Dr Manpreet Arora	e-PG Pathshala, National Mission on Education through, MHRD Link to be retrieved http://epgp.inflibnet.ac.in/search.php
8.	MODULE 36 Foreign Trade Promotion Measures	Dr Manpreet Arora	e-PG Pathshala, National Mission on Education through, MHRD Link to be retrieved http://epgp.inflibnet.ac.in/search.php
9.	MODULE 37 Role of EXIM Bank in Foreign Trade	Dr Manpreet Arora	e-PG Pathshala, National Mission on Education through, -MHRD Link to be retrieved http://epgp.inflibnet.ac.in/search.php
10.	MODULE International Marketing	Dr Manpreet Arora	e-PG Pathshala, National Mission on Education through, MHRD Link to be retrieved http://epgp.inflibnet.ac.in/search.php
11.	MODULE 40 Special Economic Zones	Dr Manpreet Arora	e-PG Pathshala, National Mission on Education through, MHRD Link to be retrieved http://epgp.inflibnet.ac.in/search.php
12.	MODULE Foreign Exchange Management Act	Dr Manpreet Arora	e-PG Pathshala, National Mission on Education through, MHRD Link to be retrieved

			http://epgp.inflibnet.ac.in/search.php
13.	MODULE Multinational Corporations	Dr Manpreet Arora	e-PG Pathshala, National Mission on Education through, MHRD Link to be retrieved http://epgp.inflibnet.ac.in/search.php
14.	MODULE What is Law	Dr Manpreet Arora	OER under project funded by Commonwealth Educational Media Centre for Asia, New Delhi
15.	MODULE Unpaid seller	Dr Manpreet Arora	OER under project funded by Commonwealth Educational Media Centre for Asia
16.	MODULE Indemnity Guarantee	Dr Manpreet Arora	OER under project funded by Commonwealth Educational Media Centre for Asia
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22.	MODULE Partnership act 1932	Dr Manpreet Arora	OER under project funded by Commonwealth Educational Media Centre for Asia
23.	MODULE Company law	Dr Manpreet Arora	OER under project funded by Commonwealth Educational Media Centre for Asia

I am a devoted person towards my profession and students. I believe in achieving academic excellence through persistent hard work and sincerity. On the same hand I try to contribute towards society by conducting workshops, sensitization sessions and visiting villages on then various issues and discrimination prevalent in society against women.

Morality, ethics, sincerity, hard work and being honest towards the job are the foundations of my life.

A handwritten signature in blue ink that reads "Manpreet" with a horizontal line underneath the name.

Manpreet