

**Poonam Puri**

**Former Dean Commerce**

**Professor, Instt. of Management Studies**

**Dean, Commerce**

**Bundelkhand University, Jhansi.**

#### **EDUCATIONAL QUALIFICATIONS**

<b>PhD</b>	Awarded in 2001 by Bundelkhand University, Jhansi on “ Promotion Of Tourism In Bundelkhand With Special Reference To Jhansi Region”
<b>N.E.T. ( UGC)</b>	Qualified in December 1999 ( Management )
<b>M.B.A.</b>	( Gold Medalist )1993, Bundelkhand University ,Jhansi
<b>B.A.</b>	(First Division)1990,Bundelkhand University, Jhansi, English Literature, Economics & Home Science

#### **AREA OF SPECIALISATION**

Organisational Behaviour, Marketing Management, Services Marketing & Retail Management

#### **COURSES TAUGHT**

- Organisational Behaviour
- Marketing Management
- Services Marketing & Customer Relationship Management
- Retail management
- Advertisement Management
- Consumer Behaviour
- Business Communication
- Principles of Management
- Managerial Economics

#### **WORK EXPERIENCE**

**19<sup>th</sup> February 2020, Head,** Institute of Management Studies, Bundelkhand University, Jhansi  
( Headship on rotation for a period of three years)

**7<sup>th</sup> July 2014, Head,** Institute of Management Studies, Bundelkhand University, Jhansi  
( Headship on rotation for a period of three years)

**20<sup>th</sup> March, 2010 onwards, Professor ,** Institute of Management Studies, Bundelkhand University, Jhansi.

**1<sup>st</sup> January, 2006 onwards, Associate Professor,** Institute of Management Studies, Bundelkhand University, Jhansi.

**20<sup>th</sup> March, 2002 onwards, Reader,**Institute of Management Studies, Bundelkhand University, Jhansi.

**29<sup>th</sup> October 2000 onwards,Lecturer ,**Institute of Management Studies, Bundelkhand University, Jhansi.

**November 1999 to 29<sup>th</sup> October onwards,Lecturer against Leave Vacancy ,** Institute of Management Studies, Bundelkhand University, Jhansi.

**1993 onwards, Part Time Lecturer,** Department of Business Administration, Bundelkhand University, Jhansi.

#### **CORPORATE EXPERIENCE**

**Three years**

Worked as **Centre Manager, Uptron – Academy of Computer Learning,**Jhansi Centre, Jhansi from 1<sup>st</sup> July 1993 to 31<sup>st</sup> July 1996.

#### **RESEARCH PROJECT : 1.**

**Principal Investigator, UGC Major Research Project titled “** Impact of Social Services Marketing With Special reference to Pulse Polio Programme – A study of Jhansi Region of Bundelkhand”. **2016.**

**2.**

**Co – Investigator, UGC Major Research Project** titled “Promotion of Entrepreneurship and Enhancement of Innovative Skills for the Industrial Growth and Development in and around Bundelkhand Region”. Project complete ( 2005)

#### **Research Guidance :**

**Ph.D.**

Awarded 05

Enrolled 04

**M.Phil** : Awarded 08

**Member on Boards** Invited as **Foreign Expert**, Peer Review Team, for site visit of a Management College by UGC Nepal.

**Member, International Advisory Board, International Conference**, Nepalese Academy of Management, Kathmandu, Nepal. (2011).

**Member**, Departmental Advisory Board, ITM, Gwalior.

**Member, Supervisory Committee, Management (constituted by Higher Education Deptt. U.P. )** for Restructuring of Syllabus for all the Universities and Colleges of U.P. for Implementation of NEP 2020.

## **PRESENT WORK RESPONSIBILITIES**

- **Professor& Head**, Institute of Management Studies, Bundelkhand University, Jhansi
- **Coordinator**, Alumni Cell, Bundelkhand University, Jhansi
- **Member**, NEP 2020 Task Force, Bundelkhand University, Jhansi

## **PAST ADMINISTRATIVE /ACADEMIC RESPONSIBILITIES AT THE UNIVERSITY**

- **Coordinator**, Teachers' Re-Skilling Cell, Bundelkhand University, Jhansi
- **Coordinator**, Training & Placement, Bundelkhand University
- **Provost**, Girls' Hostel Bundelkhand University, Jhansi.
- **Convenor**, Sexual Harassment Committee, Bundelkhand University, Jhansi.
- **Former Coordinator**, Women Activity Centre
- **Deputy Dean**, Students Welfare, Bundelkhand University
- **Deputy Proctor**, Bundelkhand University
- **Former Dean, Commerce**, Faculty of Commerce, Bundelkhand University
- **Co-Coordinator, UGC Cell**, Bundelkhand University
- **Former Co- Coordinator**, Veerangana Jhalkari Bai Center for Women's Studies and Development
- **Former Convenor**, Committee Against Sexual Harassment (renamed Women Welfare Cell)
- **Ex Member**, Executive Council, Bundelkhand University
- **Ex Member**, Unfair Means Committee, Bundelkhand University
- **Member**, Committee on Prevention of Ragging, Bundelkhand University.

## AWARDS

1. Certificate of Appreciation from the Higher Education Department for Syllabus Restructuring for all Universities and Colleges of U.P. (NEP-2020)
2. Certificate of Appreciation from Bundelkhand University for contribution in Higher Education and for implementation of NEP 2020. (Teachers awarded on Teachers' Day, 2021 on the directions of U.P. Govt.)
3. Certificate of Appreciation and cash reward from Bundelkhand University for excellent work. 2023
4. National Scholarship Recipient ( in Graduation, 1991)

## **LIST OF CONFERENCES/SYMPOSIA ATTENDED AND PAPERS PRESENTED**

1. **“Natural Resources of Bundelkhand Region – A Tourism Perspective” Puri Poonam Presented** at National Seminar on “ Natural Resource Management in Uttar Pradesh with special reference to Bundelkhand Region” organized by Department of Economics & Finance, Bundelkhand University, Jhansi, **2001**.
2. **“Total Quality Management” Bhatt D.K., Khatri Bharti, Chakravorty Subir, Kumar Shiv, Puri Poonam & Sharma RC.** National Seminar on “ Processed Foods, Food Processing Industries & Food for Health” organized by Department of Food Technology Economics & Finance, Bundelkhand University, Jhansi, **2002**. Presented by Co-author.
3. **Attended International Conference on “Tourism Development Community and Conservation – Shaping Eco-Tourism for Third Millenium”**, organised by Institute of Tourism & Hotel management, Bundelkhand University, Jhansi, **2002**.
4. **“ Time Management in Criminal Investigations”**, Puri Poonam, **Presented** at National Seminar on “ The Role of Forensic Science in Criminal Investigation” organised by Institute of Forensic Science & Criminology, Bundelkhand University, Jhansi, **2002**.
5. **“Marketing of Services – A Tourism Perspective”**, Puri Poonam & Saxena A.K. National Seminar on “ Management : Paradigms – Strategies and Challenges in 21<sup>st</sup> Century” organized by IIFTM, Moradabad, **2003**. Presented by Co-Author.
6. **“ Customer Relationship Management – A New Paradigm in Services Marketing” Puri Poonam & Saxena AK**  
National Seminar on “Enhancing Performance : Agenda for Growth” at Prestige Institute of Management & Research, Indore, **2004**. Paper accepted.

7. **“Developing High Performance in Management Education – A Strategic Approach”, Puri Poonam Presented** at National Conference on “Management Education Ahead: Creative & Innovative Perspective” organised by International Management Institute & Fortune Institute of Business, New Delhi, **2005**.
8. **“Delivering Promises: An Ethical Issue in Services Marketing” Puri Poonam** National Conference on “Globalisation: Myth or Reality” organised by University of Rajasthan, Jaipur, **2005**. Paper Accepted for presentation.
9. **“Making, Keeping and Enabling Promises – A Challenging Issue in Services Marketing” Puri Poonam & Richhariya Akanksha Presented** at National Conference on “ Going Global : Changing Strategies of Winning Organisations” organised by Prestige Institute of Management and Research, Indore, **2006**.
10. **“SPS – Implications and Threat to Developing Countries: An Indian Perspective” Richhariya Akanksha & Puri Poonam Presented** at International Conference on “AIB India International Conference of Globalisation and Sectoral Development” organised by IILM, New Delhi. **2006**.
11. **“Challenges of Being A Career Woman – An Empirical Study”, Puri Poonam Presented** at International Conference on “ Towards a New Global Village – Role of Women in the Transformation”, organised by Bundelkhand University, Jhansi, **2007**.
12. **“ Social Marketing With Special Reference to Pulse Polio Campaign-A Case Study of Jhansi City., Puri Poonam, Richhariya Akanksha & Jacob Wallace Presented** at National Seminar on Emerging Issues in Business Management, organised by Institute of Commerce & Management, Jiwaji University, Gwalior, **2007**
13. **“Relevance of Environmental Education in Business Schools”, Richhariya Akanksha, Puri Poonam & Saxena AK. Presented** at National Seminar on Emerging Issues in Business Management, organised by Institute of Commerce & Management, Jiwaji University, Gwalior, **2007**
14. **“Women, Social Effects & Occupational Stress- An Empirical Study”, Charan Amita & Puri Poonam Presented** at National Seminar on Contemporary Issues in Accounting, Commerce and Business Management”, organised by Indian Accounting Association, Gwalior Branch, Gwalior, **2007**.
15. **“Impact of Environmental Stressors on Executive Performance: An Empirical Study”, at National Seminar on Changing Dimensions of Management Education : Vision & Mission, organised by Institute of Management Studies, Bundelkhand University, Jhansi, **2008**.**
16. **“Total quality in Managing Human Resource : An Approach”, at National Seminar on Changing Dimensions of Management Education : Vision & Mission, organised by Institute of Management Studies, Bundelkhand University, Jhansi. **2008**.**

17. **“ Enhancing the Competitive Edge: A Case Study of Baidyanath Ayurved Bhawan Ltd.”**, at National Seminar on Global Competition and Competitiveness of Indian Corporates organized by Indian Institute of Management, Kozhikode & IIM Lucknow. 2009.
18. **“ Retaining Talent: A Post Recession Challenge”**, at International Conference on Post Recessionary Economy: Movers & Moulders of Changing World organized by Prestige Institute of Management & Research, Gwalior. 2011.
19. **“ The Indian Retail Market in Post Recessionary Economy : Issues and Challenges”**, at National Seminar on Global Financial Crisis : Issues, Concerns and Challenges for India and Emerging Market Economies organized by Institute of Economics and Finance, Bundelkhand University, Jhansi, 2011.
20. **“ Women in the 21<sup>st</sup> Century With Special reference to the Women in the Corporate World”** at National Seminar on Empowering Women: Contemporary Issues , Challenges, strategies and Interventions organized by Department of Social works, Bundelkhand University and MASVAW, Lucknow, 2011.
21. **“ Leading Change: The Winning Edge for Global Competitiveness”** at International Conference on Changing Perspective of Management: Revisit the Existing and Explore the novel ideas organized by Nepalese Academy of Management & Tribhuvan University, Faculty of Management, Kathmandu, Nepal, 2011.
22. National Seminar on “Role of Women in Panchayati Raj” organized by Women Studies Centre, Bundelkhand University, Jhansi. 2011.
23. Attended National Seminar on Women’s Education: New Dimensions, organized by Department of Education, Bundelkhand University Jhansi. 2011.
24. Attended **Awareness & Internal Auditors Training Programme as per ISO 9001:2008**, held at Bundelkhand University, Jhansi on 7<sup>th</sup> & 8<sup>th</sup> August, 2014.
25. Attended seven day Faculty Development Programme held at Bundelkhand University, Jhansi from 1<sup>st</sup> to 7<sup>th</sup> September, 2014.
26. Attended national Seminar on “ Deendayal ji ke Sapnon ka Bharat” organized by Institute of Economics & Finance at Bundelkhand University, Jhansi from 6<sup>th</sup> to 7<sup>th</sup> November, 2015.
27. Attended National Seminar on “Emerging Issues in Commerce, Management, Information Technology & Education” organized by Indian Accounting Association, Gwalior Branch & MPS College of Education at Paryatan Bhawan, Gwalior 2017.
28. Attended national Webinar on “ Global Lockdown 2020: Climate Change and Sustainable Environmental Solutions” organized by Department of Biotechnology, I.E.T., Bundelkhand University, Jhansi , May 2020.

29. Attended International Webinar on “Building Economic and Business Resilience, Agility and Sustainability” organized by Globsyn Business School, June,2020.
30. Attended Live Seminar on “Relevance of IPR in Universities” organized by ICFAI, Jaipur, May, 2020.
31. Attended National Webinar on “ NEP-2020: Credit Mobility & ABC” organized by UGC-HRDC, JNV University, Jodhpur, June, 2022.

## **PAPER PUBLICATIONS**

1. **Puri P** (2005) Election Campaigns in India – A Marketing Approach. Journal of Asia for Democracy & Development, Vol No.1 ,92-96
2. **Puri P** (2005) Brand Personality Associations. Journal of Asia for Democracy & Development, Vol. V, 115 – 120
3. **Charan A &Puri P** (2008) Stress and Performance: An Empirical Study of Working Medical Professionals in MCD Hospitals. NIMS Management Review, Vol. No. 3, Pg. 61-70
4. **Puri P & Charan A** (2008) “Celebrities, Political Leaders and Voter Relation Model. NIMS Management Review, Vol. No. IV, 12-19
5. **Puri P** (2008) Social Services Marketing with Special Reference to Pulse Polio Programme: A Case Study of Jhansi City. Emerging Issues in Business Management, ed. Thakur K.S., Excel Books, Pgs. 25 - 34
6. **Charan A &Puri Poonam** (2007) “Working Women, Social Affairs and Occupational Stress: An Empirical Study in MCD Hospitals in Delhi. Contemporary Business Practice: A Road To Excellence, ed. Holani Umesh, Indus Valley Publication, 191-200.
7. **Puri P**(2011) Customer Satisfaction To Customer Delight. In Business Management: Contemporary Research Issues, ed. Kundu, Punia, Garg and Verma, Macmillan, Pgs. 479-482
8. **Puri P** (2011) P.O.P. Displays And Impulse Purchases: A Consumer Study. Shodh, Vol 1(1), ISSN 2249-152X, 64-68.
9. **Puri P** ( 2012 ) “Time Management in Criminal Investigations With Special Reference to PARETO Analysis : A Management Perspective  
Forensic Science for Criminal Justice System, Singla A and Shrivastava, Selective and Scientific Books, [ISBN No.- 978-81-89128-36-4] 222-229.
10. **Charan Amita , Puri Poonam** (2017), “ Social Media Marketing and Cognitive Development in Indian Youth” Paper published in Delhi Business Review ( Vol.-18, No.-1, Jan-July 2017.

**11. Gautam A. &Puri Poonam** (2017) “A review of Conjoint Studies and its Application in the two Diversified Product Markets: Canned Coffee and HIV Vaccine” published in International Journal of Research Culture Society, Vol.-1, Issue – 9, November,2017.

**13. Kumar Vijay&Puri Poonam**(2021)“Impact Of Micro Finance Institutions On Poverty Alleviationin Uttar Pradesh” published in Sambodhi, Vol. 44-issue-01. ISSN: 22496661.

**14. Kumar Vijay&Puri Poonam**(2021) “Impact of Micro finance Institutions on Women Empowerment in U.P.”The Journal of Oriental Research, Vol. XCII-III, ISSN No. : 0022-3301.

### **INVITED LECTURES / SESSIONS CHAIRED**

1. Chaired a technical session in the National Seminar on “Role of Women in Panchayati Raj” organized by Women Studies Centre, Bundelkhand University, Jhansi. 2011.
2. Invited lecture on “Role of Women Representations in Village Panchayats: Issues and Challenges”, in the National Seminar on Role of Women in Panchayati Raj, organized by Women Studies Centre, Bundelkhand University, Jhansi. 2011.
3. Chaired a technical session in the National Seminar on Empowering Women: Contemporary Issues, Challenges, Strategies & Intervention, organized by Department of Social Works Bundelkhand University Jhansi and MASVAW, Lucknow, 2011.
4. Chaired a technical session in the National Seminar on Women’s Education: New Dimensions, organized by Department of Education, Bundelkhand University Jhansi. 2011.
5. Chaired a technical session in the International Conference on Changing Perspective of Management: Revisit the Existing and Explore the novel ideas organized by Nepalese Academy of Management & Tribhuvan University, Faculty of Management, Kathmandu, Nepal, 2011.
6. Chaired a technical session in the National Seminar on “Emerging Issues in Commerce, Management, Information Technology & Education” organized by Indian Accounting Association, Gwalior Branch & MPS College of Education at Paryatan Bhawan, Gwalior, October, 2017.
7. Chaired a technical session in the National Webinar on “COVID 19 And Its Impact on Indian Economy” organized by Indian Accounting Association, Gwalior, June, 2020.



8. Invited lecture on “Impact of COVID 19 on Employment in India” in the National Webinar on ““Impact of COVID 19 on Employment in India” organized by Govt. Mata Karma Girls’ College, Mahasamund, July,2020.
9. Invited lecture on “ Teachers’ Re-skilling” in the Refresher Course on IPR & Patent Development, organized by UGC-HRDC, JNV University, Jodhpur, July,2022.

### **BOOK REVIEWS**

1. Usha Sharma, **Female Labour in India**, Mittal Publications, 2006, pages 423, INR 895 in International journal for Women & Gender Research, Vol.1, No.2

### **DOCTORAL STUDIES GUIDED**

1. Amita Charan “Impact of Executive Work Stress on Productivity”, Faculty of Management, Bundelkhand University, Jhansi. ( Awarded 2011)
2. Shruti Agarwal “ A Study of Tourism Marketing In Bundelkhand Region”, Faculty of Commerce, Bundelkhand University, Jhansi.( Awarded 2013)
3. Ruchi Tyagi, “ Moderating effect of Trust in Leaders on the Relationship between Authentic Leadership and Organisational Citizenship Behaviour”, Faculty of Commerce, Bundelkhand University, Jhansi.( Awarded 2020)
4. Amitabh Gautam “Identification of Key Factors Weighed By Consumers in Selecting Smartphones – Application of Conjoint Analysis”, Faculty of Commerce, Bundelkhand University, Jhansi.( Awarded 2020)
5. Vijay Kumar “ Role of micro Finance Institutions in Poverty Alleviation and Women Empowerment in Uttar Pradesh”, Faculty of Commerce, Bundelkhand University, Jhansi.( Awarded 2021 )

**Registered Research Scholars : 04**

### **PERSONAL DETAILS**

**D.O.B.** 28.11.69

**Father’s Name** Shri Jagmohan Wadhi

**Permanent Address** 1, Basant Vihar Colony  
Civil Lines, Jhansi. (U.P.)

**e-mail** [prof.poonam@bujhansi.ac.in](mailto:prof.poonam@bujhansi.ac.in)

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**POONAM PURI**