

Kulbir Kaur Bhatti

DESIGNATION

Assistant Professor

EXPERIENCE (8.5 Years)

ACADEMIC ADMINISTRATION:

Coordinator- Admissions, Alumni Cell, Sports, Social Outreach Cell, Conference Committee,

Member- MDP Committee, IQAC Cell.

ACADEMIC & PROFESSIONAL QUALIFICATION(S):

- Pursuing **Ph.D in Management** Graphic Era University.
- Passed **MBA (Marketing & Finance)** with **First Class Honors (9.37 CGPA)** in 2010 from SRM University, Chennai.
- Passed B.Tech (**Industrial Biotechnology**) with **First Class (8.95 CGPA)** in 2007 from Dr. M.G.R University, Chennai.
- IPMA, Level-C, Certified Project Manager, PMA India, April 2016

TEACHING INTERESTS

Business Environment, Marketing Management, Retail Management, Advertisement and Brand management, Sales management, Intellectual Property Rights, Principles of Management

RESEARCH AREA(S)

Green Marketing, Applied marketing research, Intellectual Property Rights

PUBLICATIONS

Journal(s):

- Kulbir Kaur Bhatti, Hardeepika Singh Ahluwalia, (2018), Study of Relationship between USD/INR Exchange rate and BSE Sensex from 2008-2017, International Journal of Management Studies, Vol. V, Issue-3(1), EISSN: 2231-2528 ISSN: 2249-0302, (UGC Approved - Journal No. 44925).
- Bhatti Kulbir, Ahluwalia Hardeepika (2018). Prospects of Uttarakhand as Geographical Indicators. Published in International Journal of Creative Research Thoughts, (ISSN: 2320-2882) May 2018.
- Bhatti Kulbir, Chhabra Susheel, & Ahluwalia Hardeepika (2017). Impact of the Sale of

Spurious Spare Parts on Market Share of ABC Earth Moving Equipments Pvt. Ltd., India. *International Journal of Civic Engagement and Social Change*, 4(1), 45-52, January-March 2017.

- Bhatti Kulbir, Chauhan Arvind, Fatima Farhat, & Chhabra Susheel (2016). *Harnessing Talent Management Skill - Next Generation HR practices: HR Insights*, JCB India Pvt Ltd. *Periyar Journal of Research in Business and Development Studies*, 1(2), 54-68, July-December 2016.
- Kulbir Kaur Bhatti (July 2016) *Indian Service Sector: A Lifeline for Business Entities and the Nation*. Published in *IJMSS Vol.04 Issue-07*, (July 2016) ISSN: 2321-1784 *International Journal in Management and Social Science* (Impact Factor- 5.276).
- Kulbir Kaur Bhatti (June 2016) *Green Marketing: Savior for the Consumers, Businesses and the World*. Published in *International Journal of Emerging Research in Management & Technology* ISSN: 2278-9359 (Volume-5, Issue-6).
- Kulbir Kaur Bhatti, Hardeepika Singh Ahluwalia (June 2016) *Systematic Risk Analysis of selected Public Sector Banks of India*. Published in *International Journal of Management and Social Sciences Research (IJMSSR)* ISSN: 2319-4421 Volume 5, No. 6, June 2016.
- Kulbir Kaur Bhatti, Hardeepika Singh Ahluwalia (June 2016) *Financial Inclusion: A Comparative Study of Initiatives Taken by Indian Government Pre and Post 1991*. Published in *The International Journal of Business & Management* (ISSN 2321-8916).
- Kulbir Kaur Bhatti, Farhat Fatima (June 2016) *Color: The Mantra for Marketing*. Published in *International Journal of Advanced Engineering, Management and Science (IJAEMS)* [Vol-2, Issue-6, June- 2016] Infogain Publication (Infogainpublication.com) ISSN: 2454-131.
- Kulbir Kaur Bhatti, Dr. Abhishek Negi (May 2015). *Turning Green to Bring Sustainability for Future*. Published in *ZENITH International Journal of Business Economics & Management Research, ZIJBEMR, Vol.5 (5), MAY (2015), ISSN 2249-8826*.
- Kulbir Kaur Bhatti (Jan 2015). *Impact of Globalization On Socio Economic Conditions And Trade*. Published by GE- *International Journal of Management Research, Volume3, Issue 1, ISSN-2321-1709*.
- Kulbir Kaur Bhatti, Hardeepika Singh Ahluwalia, Harpreet Kaur, Farhat fatima (Jan 2015). *Human Social Responsibility: The Changed Perception*. Published by *International Journal of Management Research and Review, Volume 5, Issue1, Article3, Pg 21-38. ISSN-2249-7196*.
- Kulbir Kaur Bhatti, Hardeepika Singh Ahluwalia, Harpreet Kaur (May 2014). *Knowledge Management Systems in Banking Sector Perusal And Repercussions*. Published by *Asian Academic Research Journal of Social Sciences and Humanities. Online ISSN- 2278-859 X*.
- Kulbir Kaur Bhatti, Tribhuwan Chandra, SM Mariyam Fatima, Promila Sharma, Ashish Thapliyal (February 2013). *Role of Green Marketing to Bring Sustainability In Terms Of Environment And Socio-Economic Conditions*. Published by *Asian Academic Research Journal of social Sciences And Humanities, Year 2013, Volume-1, Issue-8. Pp. 51-68. Online ISSN- 2278-859 X*.

Book Chapter

Kulbir Kaur Bhatti (2016). Business Ethics: Backbone of the Organizations in Corporate Governance, Ethics & Business Reporting Practices.ISBN:978-93-84161-514.

Conferences/ Workshops/ Seminars

- Presented a research paper on Entrepreneurship: Raising The Women From The Four Corners To The World at the International Conference Leadership Strategies for management of Marketing, Accounting, Business, Entrepreneurship, Economics and Tourism (MABET- 2016), organized by Krishi Sanskriti Publications, New Delhi, on 15th May, 2016.
- Attended a workshop on Organizational Competence – The next dimension in Project Management held on 22nd March, 2016 at Hotel Le Meridien, New Delhi.
- Presented a research paper on Green Marketing: A Boom for Business Entities and The Environment at the UGC sponsored National Conference on Emerging Challenges & Opportunities in Business & Economic Environment organised by Zakir Hussain Delhi College, University of Delhi on 3rd and 4th November, 2015.
- Presented a research paper on Green Marketing: A Rising Hope to Reform Business for Sustainability at 5th International Conference on Management Practice and Research (ICMPR-2015) organized by Apeejay School of Management, New Delhi on 24th July, 2015.
- Presented and attended National Conference on Entrepreneurship Development on Emerging Challenges in Global Economy organized by United Institute of Management, Greater Noida on 31st January, 2015.
- Presented and attended International Conference on Progressing Towards Responsible Economy: Issues and Perspectives, organized by Delhi Institute of Advanced Studies on 10th January, 2015.
- Presented and attended a National Conference on Global to Local: Issues, Challenges and Opportunities in Business organized by Sharda University on 14th March, 2014.
- Attended a Workshop on Case Study Method organised by Periyar Management And Computer College, New Delhi on 14th April, 2014.
- Attended a 2day Workshop on Data Analysis for Management Research organised by Periyar Management And Computer College, New Delhi on 12th & 13th April, 2014.
- Attended a Workshop on Science and Technology and Sustainable Bioeconomy for Women's Welfare organised by National Academy of Sciences , India(NASI), Allahabad and Uttarakhand Council for Science & Technology (UCOST), Dehradun, Uttarakhand held on 17th & 18th May, 2013 at Hotel Inderlok, Rajpur Road, Dehradun
- Presented a research paper on Role Of Green Marketing To Bring Sustainability In Terms Of Environment And Socio-Economic Conditions, at the National Seminar on Green Technologies for Sustainable Environmental Management, held at the School of Environment & Natural Resources, Doon University, Dehradun on March 22-23rd, 2013
- Attended a National Seminar on Body Implanted Microsystem Technology on 9th April, 2011 organised by Uttaranchal College of Technology and Bio Medical Sciences, Saharanpur, Dehradun, Uttarakhand.
- Attended DST Sponsored National Seminar on Global Warming and its Effect on Water Resources on 3rd and 4th December, 2010, organized by Graphic Era University, Dehradun.

- Attended One Day Advocacy Programme for State Level Awareness Campaign Against Sex-Selection and Pre- Birth Elimination of Female Project Shrinkhala 2010-11 on 29th January, 2011.

Faculty Development Programmes (FDPs)

- Attended a Faculty Development Programme on ICT with Teaching Learning and Research organized by Amity University from 21st to 28th May, 2018.
- Attended Faculty Development Programme on Research Methods and Data using SPSS and Amos organized by JIMS from May 22-27, 2017.
- Attended a Faculty Development Programme on Research and Consultancy for Teaching and Professional Development organized by Periyar Management and Computer College from 15th to 19th may, 2017.
- Attended a Management Development Program on enhancing Sales Competencies through Emotional Intelligence for Sales Executives of A& A Earthmovers -JCB held on 23rd December, 2016.
- Attended a Faculty Development Programme on Competency Development Programme on Business Research And Analytics organized by Jaypee Business School from 20 -25th June, 2016.
- Attended a Faculty Development Programme on Advance research Techniques in Finance organized by Bharti College, University of Delhi from 16th to 21st November 2015.
- Attended a Faculty Development Programme in Entrepreneurship organized by Entrepreneurship Development Institute of India, Sponsored by Department of Science and Technology, Government of India, from 25th January to 5th February 2011 in Graphic Era University.

Events Organised

- Kulbir Kaur Bhatti (2019). Organised a Social Outreach Program at Adharshila for under privileged children on 1st March, 2019.
- Kulbir Kaur Bhatti, Chhabra Susheel, Farhat Fatima, Hardeepika Singh Ahluwalia, & Hariom Gurjar (2019). National Conference: Next Generation Smart Business Practices”, Organized at Periyar Management and Computer College, Delhi, April 16, 2019.
- Kulbir Kaur Bhatti, Hardeepika Singh Farhat Fatima, Chhabra Susheel, Ashu Singh, Avinash Kaur (2018). National Conference: Innovative Practices for Sustainability & Social Growth”, Organized at Periyar Management and Computer College, Delhi, April 6, 2018.
- Kulbir Kaur Bhatti, Hardeepika Singh Ahluwalia (2017, 2018, 2019) organised the Alumni Meet “Home Coming” for the three consecutive years.
- Kulbir Kaur Bhatti, Hardeepika Singh Ahluwalia (2018, 2019) organised the Sports Meet “Ebullience” for two years in a row.
- Organised a Workshop on Case Study Method by Periyar Management And Computer College, New Delhi on 14th April, 2014
- Organised the 2 day workshop on Data Analysis for Management Research by Periyar Management And Computer College, New Delhi on 12th & 13th April, 2014.
- Coordinated in the Joy of Giving Week organized by the Department of Biotechnology, Graphic Era University, Dehradun, during 1st to 7th November, 2010.

- Coordinated in the workshop on “In – Silico Drug Discovery and Drug Designing: A Practical Approach” organized by the Department of Biotechnology, Graphic Era University in collaboration with Bio Diversity on 30th & 31st October, 2012.
- Coordinated a 13 day workshop on Advances in Microbial Biotechnology organized by the Department of Biotechnology, Graphic Era University in association with Uttarakhand State Biotechnology Department, Uttarakhand from 8^{t h} January to 20^{t h} January 2012