


# CENTRAL UNIVERSITY OF JAMMU

## FACULTY PROFILE

<b>Name</b>	Dr. Anju Thapa	<b>Photograph</b>
<b>Title &amp; Designation</b>	Assistant Professor	
<b>Address</b>	Department of Marketing and Supply Chain Management, School of Business Studies Central University of Jammu Rahya Suchani- Bagla, District Samba Jammu, JKUT	
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<b>Mobile</b>	09419154641	
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<b>Educational Qualifications:</b>		
<b>Degree</b>	<b>Institution</b>	<b>Year</b>
PhD	The Business School, University of Jammu, Jammu	2014
MBA	The Business School, University of Jammu, Jammu	2009
UGC- NET-JRF	Management	2010
UGC- NET-JRF	Commerce	2011
UGC- NET-JRF	Library and Information Science	2010
M.LIS	IGNOU	2010
M.A. (Economics)	University of Jammu, Jammu	2019
B.LIS	University of Jammu, Jammu	2007
B.Sc	University of Jammu, Jammu	2006
<b>Career Profile:</b>		
<p>Dr. Anju Thapa, presently working as Assistant Professor at Central University of Jammu in the Department of Marketing and Supply Chain Management. She has an experience of more than Seven years in the field of teaching and research (2016 onwards). She also worked as Management Executive (Counselor) in the Department of Employment, Government of Jammu and Kashmir for four years (2012-2016). Her area of interest is in Marketing Management, Supply Chain Management, Logistics and Distribution Management, Business Statistics etc. She has published several papers in National and International journals and has attended numerous national and International conferences as well as Webinars.</p>		
<b>Administrative Assignments:</b>		
Liaison Officer- SC/ST, Central University of Jammu (2017-2021) Convener- Cultural Committee (Stag seating & decoration committee) Member- Sports Committee (Volley ball) Member- (1 <sup>st</sup> Convocation, Central University of Jammu)		
<b>Areas of Interest / Specialization:</b>		
Marketing Management, Supply Chain Management, Business Statistics, Entrepreneurship, Logistics and Human Recourse Management.		
<b>Subjects Taught:</b>		
Management Fundamentals, Marketing Management, Supply Chain Management, Human Resource Management, Business Statistics, Knowledge Management, Communication for Professional Excellence, Purchasing and Material Management, Logistics and Distribution Management, Product and Brand Management.		
<b>Research Guidance:</b>		
PhD -02 ( Under Guidance)		
<b>Publications Profile:</b>		
a. <b>Research Paper</b>		
• <b>Sustainability of Border Tourism: Assessing Tourists' attitudes and perceptions at the Indo-Pak Suchetgarh Border</b> in the International Journal of Research and Analytical Reviews, Volume.10, Issue 2, pp.181-191, 2023, E-ISSN 2348-1269		

- **Impact of digital marketing on students perception in selecting higher education institutes during covid-19 pandemic** in the International Journal of Research in Computer Applications and Management, Vol.-12, Issue-10, 2022, ISSN 2231-1009.
- **Mitigating Stress using Social Media: A Study of Different age group individuals in Kolkata** in the International Journal of Research in Commerce, IT and Management, Vol.-12, Issue-05, 2022, ISSN 2231-5756.
- **Work practices effectiveness among the employees of Telecom sector organisation in Northern India: A Comparative Analysis** Journal of Business and Management Studies. Vol. 2, No. 1, 2020. ISSN: 2709-0876.
- **Information Orientation and Ethical Practices in Government Organisations: A Case of Health Sector** in the International journal of Research in Computer Application and Management, vol. 2, issue.2, 2012. ISSN- 2231-1009.
- **Role of E-Learning in Education: A Study of University of Jammu** in the International journal of Research in Commerce, IT and Management, Vol.-2, Issue-03, 2012, ISSN 2231-1009.
- **Knowledge Management Practices and Knowledge Sharing: A Study of University of Jammu** in the ABHINAV National Monthly Refereed Journal of Research in Commerce and Management, Volume: I Issue: IX, August 2012. ISSN 2277-1166.
- **Information Orientation among the employees of Telecom Sector: A Comparative Study** in the ABHINAV National Monthly Refereed Journal of Research in Commerce and Management, Volume: I Issue: VII, July 2012. ISSN 2277-1166.
- **Consumer Switching Behaviour: A Study of Shampoo Brands** in the ABHINAV National Monthly Refereed Journal of Research in Commerce and Management, Volume: I Issue: IX, August 2012. ISSN 2277-1166.
- **Retention and Satisfaction of Consumers: A Study of University of Jammu** in the International Journal of Research in Commerce, IT and Management, Vol-3, Issue-11, ISSN 2231-5756.
- **Student's Attitude towards Application of Statistics: A Study of University of Jammu** in the International Journal of Research in Commerce, IT and Management, vol. 2, issue. 3, 2012. ISSN 2231-5756.
- **Cyber Stalking: Crime and Challenge at the Cyberspace** in the International Journal of Engineering Sciences, vol. 4, 2011. ISSN-2229-6913.

b. **Chapter in books**

- **Role of Information Technology Practices and Information Management Practices in Banking Sector: An Analytical Study** in the Book Innovative Business Practices in the Present Digital Era, 2021. ISBN No. 978-93-5515-047-9.
- **Untapped Tourism Potential: A study of Gharana Wetland** in the Book Evolving Trends and Sustainable Tourism, Bharti Publication, New Delhi, 2018. ISBN 978-93-86608-71-0.
- **Green Consumerism: Unwinding Consumer Behavior towards Eco-friendly products** in the proceedings of the conference held at The Business School, Bhaderwah Campus, University of Jammu.
- **Information Technology Assets and Organizational Competitiveness: A study in the banking sector** in the proceeding of National Conference on Roadmap for sustainable corporate growth in India, Global Institute of Management, Amritsar, April 2011.
- **Role of Information in selecting Tourist Destination: A conceptual study** in the proceedings of International conference on sustainable destination excellence: Innovation in alternative tourism (SDEIAT-2011), School of Hospitality and Tourism Management, University of Jammu. ISBN-978-81-909704-4-0.

c. **Paper presented in International and National seminars and Conferences:**

- **Repercussion of Covid-19 vis-à-vis different modes of Transportation** at the 6th International Conference on COVID-19: Implications for Business held at AIMIT, Beeri on June 8, 2022.
- **The Tempo of Indian Economy: A Macroeconomic Analysis** in an Online International Conference on the theme "Futuristic Strategy for Sustainable Banking and financial Services & Insurance during/post pandemic crisis" August 01, 2020.
- **Impact of deceptive advertising on customer purchase intention: A study of online shoppers** in National Seminar on Consumer Protection and Welfare sponsored by Department of Consumer Affairs, Food and Public Distribution, GOI organized by Department of Human Resource and OB, Central University of Jammu from 1<sup>st</sup> May-2<sup>nd</sup> May 2019.
- **Green Supply Chain Management: Opportunities and Perspectives** in an International Conference on Strategic Marketing Initiatives in Emerging Markets (SMIES), The Business School, University of Jammu in collaboration with North American Society for Marketing Education in India (NASMEI) on March 15-16, 2019.
- **Destination Marketing: Exploring Manda National Park** in 5<sup>th</sup> International Conference on Sustainable

Destination Excellence: Transforming Social Communities through Tourism Entrepreneurship organized by School of Hospitality and tourism Management, University of Jammu, Jammu on February 23-24, 2018.

- **Destination Marketing: A strategic instrument to promote Jammu region** in National Conference on Destination Branding and Competitive Positioning organized by School of Business Studies, Central University of Jammu, 2018.
- **Cultural Tourism: Identifying Avenues in promoting Tourist Destinations** in National Conference on Silk Route Tourism: The Revival of Tributaries of Cultural and Archaeological Heritage organized by School of Business Studies, Central University of Jammu sponsored by Ministry of Tourism, GOI from 4<sup>th</sup> May-6<sup>th</sup> May 2017.
- **Medical Tourism in India: Emerging Trends and Challenges ahead** in National Seminar on Tourism and Sustainable Development organized by UGC funded Community College, BGBS University, Rajouri on 30th March, 2017.
- **Impact of Information Management Practices on Business Performance: An Empirical Study** in the HRD Congress on Nurturing World Class Organisations in an Emerging Global Diaspora organized by School of Business Studies, Central University of Jammu from 16<sup>th</sup> September to 18<sup>th</sup> September, 2016.
- **Role of Tourism in developing Employment Opportunities in Jammu and Kashmir** in two days SAP National Conference at The Business School, University of Jammu, 2014.
- **Medi-tech-tourism: Technology based tourism for Medical tourists** in an International conference on Sustainable Practices in Trans-Himalayan destinations (SPTHD-2012), The Business School, University of Jammu, 2012.
- **E-Learning and Employee Education: A Study of Jammu Region** in a National Seminar on Innovative Challenges in Information Services: Changing Paradigm for Sustenance of Library and Information Centers in Digital Era, Department of Library and Information Science, University of Jammu, 2012.
- **Infostress: Technology driven stress among the new generation** in the 7<sup>th</sup> JK Science Congress, held at University of Jammu, 2011.
- **Cross- Cultural marketing across the Globe: Issues and Opportunities** in the 3<sup>rd</sup> International Conference on Cross-Cultural Research and Human Resource Management held at The Business School, University of Jammu, 2011.
- **Information Technology assets and organizational competitiveness: A study in banking sector** at National Conference on Road map for sustainable corporate Growth in India, held at Global Institute of Management, Amritsar, 2011.
- **Cultural Tourism: Issues and Opportunities in promoting tourists destination** in two Day SAP National Conference at The Business School, University of Jammu, 2011.
- **Role of Information in selecting Tourist Destination: A case study in the** International conference on Sustainable destination excellence: Innovation in alternative tourism (SDEIAT-2011), School of Hospitality and Tourism Management, University of Jammu, 2011.
- **Role of Information technology in managing knowledge organizations** in the National seminar (UGC-SAP) held in the Department of Commerce, University of Jammu, 2011.
- **Ethical Behavior and Issues across the cultures: A comparative study** in an International Conference on Cross- Cultural Research and Human Resource Management held at The Business School, University of Jammu, 2010.
- **Women Entrepreneurship: Dare to think Beyond** in Conference held at the School of Management Studies, Punjabi University, Patiala, 2009.

#### Research Projects:

Job Market and Skill Gap Survey in District Samba- Ongoing

#### Invited Lectures/Resource Persons:

Number of Lectures delivered at various platforms

#### Association with Professional Bodies:

#### Other Activities:

Counseling, Assisting students in corporate Internships and Placements.