

SCHOOL OF BUSINESS STUDIES

CENTRAL UNIVERSITY OF JAMMU

Faculty Curriculum Vitae – AACSB Format

Instructions: Complete all sections. This CV format aligns with AACSB Table 15-1 requirements. Update annually.

1. PERSONAL INFORMATION

Full Name	Dr. Anju Thapa
Designation	Assistant Professor
Department	Management
Date of Joining SBS	03/11/1984
Highest Qualification	Ph.D. in Management (University of Jammu, 2014)
Areas of Specialization	Marketing and Supply Chain Management
Email / Phone	anju.msccmujammu.ac.in
ORCID / Google Scholar ID	0000-0001-9169-0956

2. AACSB FACULTY QUALIFICATION STATUS

Select your classification based on AACSB Standard 15. Dean/Committee will verify.

Classification	Criteria	Check (✓)
SA – Scholarly Academic	Doctoral degree + sustained peer-reviewed research (2+ PRJs in last 5 years)	<input type="checkbox"/>
PA – Practice Academic	Doctoral degree + sustained professional engagement	<input type="checkbox"/>
SP – Scholarly Practitioner	Master's + professional experience + scholarly contributions	<input type="checkbox"/>
IP – Instructional Practitioner	Master's + significant professional experience	<input type="checkbox"/>

3. ACADEMIC QUALIFICATIONS

Degree	Discipline/Specialization	Institution	Year	Thesis Title (if applicable)
Ph.D.	Management	University of Jammu	2014	Information Orientation and Work Practice Effectiveness: A Comparative Study of the Telecom Sector
M.Phil./MBA/MA	MBA	University of Jammu	2009	–
Bachelor's	BSC	University of Jammu	2006	–
Other	BLIS	University of Jammu	2007	–
	MLIS	IGNOU	2010	–
	MA(Economics)	University of Jammu	2019	–

4. TEACHING PORTFOLIO (Last 5 Years)

Course Name	Program (MBA/BBA/Ph D)	Semester & Year	Student Feedback Score	Innovations Used
Introduction to Entrepreneurship and Start ups	B.TECH	SEM 1 , 2025		Startup idea pitching, project-based learning, case studies on startups
Communication for Professionals	MBA	SEM 1, 2025		Role plays, mock interviews, peer

				learning
Global marketing	MBA	SEM 4, 2025		Case studies, group presentations
Operation and Materials Management	MBA	SEM 2, 2025		Case studies, group presentations
Advanced Marketing and Supply Chain Management	PHD	2025		Research-based teaching, journal article discussions, conceptual model development
Consumer behaviour	MBA	SEM 3, 2025		Market surveys, behavioral analysis projects, case studies
Logistics and Distribution Management	MBA	SEM 3, 2025		Case studies, group presentations
Introduction to Supply Chain Management	MBA	SEM1, 2024		Case studies, group presentations
Essentials of Supply Chain Management	MBA	SEM 1, 2024		Case studies, group presentations
Customer Relationship Management	MBA	SEM 4, 2025		Role plays, case studies, group presentations
Advanced Supply Chain Management	MBA	SEM 4, 2025		Case studies, group presentations

List all courses taught. Attach student evaluation summaries if available.

5. INTELLECTUAL CONTRIBUTIONS (Last 5 Years)

AACSB categorizes ICs as: (a) Basic/Discovery Scholarship, (b) Applied/Integration, (c) Teaching/Pedagogical. List ALL outputs.

5a. Peer-Reviewed Journal Articles

#	Title	Journal Name	Year	ABDC/ABS Rank	Impact Factor	IC Type (D/A/T)
1	Role of Data Analytics in Agriculture Supply Chains: Exploring the role of Digital Transformation Success Factors	The Global Journal of Contextual Thought	2025	Peer-Reviewed		A
2	To Analyse the impact of Digital Transformation Dimensions on Agricultural Supply Chain Performance	Korea Review of International Studies,	2024	ABDC		A
3	Ephemeral Content, Brand Polarization and Brand Loyalty: Are They Interrelated? A Case of Snapchat	Korea Review of International Studies,	2024	ABDC		A
4	Vanishing Acts: The impact of Ephemeral content on word of mouth behaviour- unravelling the role of perceived value in instagram and snapchat	Empirical Economics Letters	2023	ABDC		A

5	Influence of Spiritual Tourism on enhancing Work-Life Balance of visitors exploring Sacred Destinations in Jammu and Kashmir	Korea Review of International Studies	2023	ABDC		A
6	Unveiling key factors shaping the Adoption of Digital Transformation in Agricultural Supply Chain Management: An in-depth study of Indian Smart Villages	Empirical Economics Letters	2023	ABDC		A
7	Social media marketing activities and consumer purchase intention: An empirical investigation	International journal of Research in Computer Application and Management	2023	Peer-Reviewed		A
8	Usage behaviour of digital payment apps among University students: A TAM model perspective	International Journal of Research in Commerce, IT and Management	2023	Peer-Reviewed		A
9	Sustainability of Border Tourism: Assessing Tourists; attitudes and perceptions at the Indo-Pak Suchetgarh Border	International Journal of Research and Analytical Reviews	2023	Peer-Reviewed		A
10	Impact of digital marketing on students perception in selecting higher education institutes during covid-19 pandemic	International Journal of Research in Computer Applications and Management	2022	Peer-Reviewed		A
11	Mitigating Stress using social media: A Study of Different age group individuals in Kolkata	International Journal of Research in Commerce, IT and Management	2022	Peer-Reviewed		A

5b. Conference Proceedings / Presentations

#	Title	Conference Name & Location	Year	IC Type
1	Opportunities and challenges associated with Indigenous languages, interventions of technology in promoting Indigenous languages and cultural identity	National Seminar on Indigenous languages and NEP-2020; Pathways to sustainable education, CUJ, Samba, Jammu.	2025	A
2	Empowering Women Through Digital Transformation: A Study on Advancing Education in Jammu and Kashmir	1st International & 3rd National Cukurova Women's Congress, Cukurova University Adana, Turkey.	2025	A

3	Role of AI in Business Management: Perspectives & Implications on the way of Viksit Bharat	National Seminar on Role of AI in Business Management: Perspectives & Implications on the way of Viksit Bharat, CUJ, Samba, Jammu.	2024	A
4	Examining the relationship between GSCM practices and consumer purchasing behaviour of sustainable products	National Seminar on Role of AI in Business Management: Perspectives & Implications on the way of Viksit Bharat, CUJ, Samba, Jammu.	2024	A
5	The Impact of Mobile Phone Technology on Farming Practices in the Agriculture Sector: Exploring the Role of Indian Women	National Conference on Gender Inclusion, Empowerment & Dignity for Sustainable Development, CUJ, Samba, Jammu.	2024	A
6	Digital Transformation in Supply Chain Management: A Study of Agriculture Sector	9th Ankara International Congress on Scientific Research, Ankara, Turkey.	2024	A
7	Exploring the Influence of Mobile Phones on Agricultural Supply Chain Transformation through the Technology Acceptance Model	ASES II. International Van Scientific Research Conference, Van, Turkey.	2024	A
8	Usage of PLS-SEM in Entrepreneurship in Bangladesh: A SLR Approach	5th International Conference on survival of Emerging economy among Global imbalances, international melt down, cultural diversity, and current issues: impact on Entrepreneurial in Bangladesh Dhaka, Bangladesh.	2024	A
9	Revolutionizing Supply Chains: Crafting a Digital Transformation Strategy	International Symposium in Communication, Information and Society, Gaziantep, Turkey.	2024	A
10	Mobile Phone Technology and Farming Culture in the Indian Agriculture Sector: A Literature Review Approach	9th International Göbeklitepe Scientific Research Congress, Sanliurfa, Turkey.	2024	A
11	The Role of Mobile Devices in Shaping Student Learning: A Study in Jammu & Kashmir	8th International African Conference on Contemporary Scientific Research, Nairobi, Kenya.	2024	A
12	Trends and challenges in ephemeral content: A SLR approach	9 International Paris Congress on social science and humanities, Paris, France	2023	A
13	A Study of ephemeral content using S-O-R approach: Mediating role of perceived value	4th International Conference Siirt conference on Scientific research, Siirt, Turkey.	2023	A
14	Unwinding Natural Wetlands as a Potential Tourist Destination in Jammu and Kashmir	International Conference on Rethinking Tourism to Strive for Sustainable and Community-Induced Growth, CUJ, Samba, Jammu.	2022	A

5c. Books / Book Chapters / Edited Volumes

#	Title	Publisher / ISBN	Year	IC Type
1	Unraveling the role of mobile phone in transforming Agriculture Supply Chains using Technology Acceptance Model	I I P Iterative International Publishers	2024	A
2	Role of Information Technology Practices and Information Management Practices in Banking Sector: An Analytical Study	Innovative Business Practices in the Present Digital Era	2021	A

5d. Case Studies / Working Papers / Other Scholarly Outputs

#	Description	Outlet/Status	Year	IC Type

6. FUNDED RESEARCH PROJECTS

#	Project Title	Funding Agency	Amount (INR)	Duration	Role (PI/Co-PI)
1	Skill Gap Survey in District Samba	District Skill Committee Samba	Rs. 3,75,000	6 months	Project Director
2	Impact Assessment of SSY on female empowerment: Empirical study of border areas of Jammu region of UT Jammu and Kashmir	ICSSR	Rs. 15,00,000	6 months	Project Director
3	Home stay Entrepreneurship Development	District Skill Committee Samba	Rs. 3, 05,000	3 months	Project Director

7. PROFESSIONAL ENGAGEMENT & SERVICE

Important for PA/SP/IP classifications. Include consulting, board memberships, industry training, etc.

Industry Consulting / Advisory Roles	
Board Memberships / Committee Service	
Professional Certifications / Licenses	
Executive Education / FDPs Conducted	
Editorial Board / Journal Reviewer	
MoUs / Industry Collaborations Facilitated	
Patents / Copyrights / IPR	

8. Ph.D. SUPERVISION

#	Scholar Name	Research Topic	Status (Ongoing/Awarded)	Year of Award
1	Sahil Chouhan	Digital transformation in agriculture supply chains: Empirical evidences from Adarsh grams	Awarded	2025
2	Souvik Roy Choudhury	Impact of Ephemeral Social Media on Referral Behaviour	Ongoing	
3	Kusum Rani	Yet to finalized	Ongoing	
4	Ankita Sharma	Yet to finalized	Ongoing	

9. AWARDS, HONORS & RECOGNITIONS

#	Award / Honor	Conferring Body	Year
1	Academic Excellence Award	InSc International Publishers (IIP)	2022
2	Outreach Education Award for excellence-Teacher in Marketing	Global Outreach Research and Education Association (GOREA)	2019

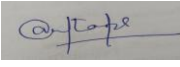
10. SOCIETAL IMPACT & COMMUNITY ENGAGEMENT

AACSB Standard 9 emphasizes engagement and societal impact. Include outreach, CSR, community service.

#	Activity / Initiative	Impact / Beneficiaries	Year
1	Flood Relief Drive	Compassion, social responsibility, community service, relief support, empathy, humanitarian aid	2025
2	Home stay Entrepreneurship Development	Promotes local employment, enhances income and supports sustainable rural tourism while empowering communities.	2024

DECLARATION

I certify that the information provided above is true and complete to the best of my knowledge.

Signature: 

Date: 17-03-2026

Verified by Dean: _____