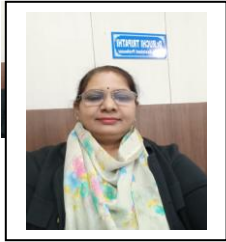


## FACULTY PROFILE



**Name:**Dr. Ruchi Tripathi

**Designation:**Assistant Professor

**Email:**[ruchit@srmist.edu.in](mailto:ruchit@srmist.edu.in)

### Professional Qualification:

- Ph.D. (HR, Topic- Job Satisfaction of Employees of Call Centres), Bundelkhand University (2013)
- MBA (HR/Marketing), Bundelkhand University (2004)

### Publications (Journals & Conferences):

- **PaperScopus published** - Impact of work from home on the employees of the education sector, Gradiva Review-Journal
- **PaperScopus published** - EDUCATIONAL PERSPECTIVE OF INTELLECTUAL PROPERTY RIGHTS, Russian Law Journal
- **PaperPublishedinABDC-** ApplicationofHumanResourceManagementSystemtoProtectSensitiveBusinessData.
- Articleon“ReviewofParadigmShiftinPerformanceManagement PostCovid-19”inIMS,MANTHAN(InternationalJournal)
- A Study on Employee Retention in Education Sector in India (with special reference to NoidaRegion),InternationalJournalofResearchinManagement&BusinessStudies(IJRMS2017 )Vol.4Issue4Oct.-Dec.2017ISSN:2348-6503(Online)
- Research paper entitled “WOMEN ENTREPRENEURSHIP IN DEVELOPING COUNTRIES” hadbeenreviewedbytheEditorialBoardandpublishedin “InternationalJournalofManagement(IJM),Volume 8, Issue 4, July– August 2017, pp.1–7; ISSN Print: 0976-6502 and ISSN Online: 0976-6510;Journal Impact Factor (2016): 8.1920 Calculated by GISI (www.jifactor.com); InfoBase IndexIBIFactorfortheyear2015– 16is3.2;ThomsonReuters'ResearcherID:C-8925- 2016”.
- Paper presented and published (Topic - Corporate Social Responsibility and Ethical Issues inMarketing) in International Journal in International Conference on “Management of Marketing,Banking,BusinessandFinanceforSustainableEconomy”organized by Social WelfareFoundation at JNU on

5<sup>th</sup> – 6<sup>th</sup> July 2014. Publishing Details: International Journal of Management and International Business Studies, ISSN 2277-3177, Volume 4, No. 3 (2014), PP. 297 – 308, Research India Publication [www.ripublication.com](http://www.ripublication.com)

- Paper Published on “Performance Management- Human Resource (HR)” in National Seminar on Sustainable Development in IT and Management” at IMR, GZB on 26<sup>th</sup> Nov’ 2011. ISBN – 978-93-81771-00-6, Pg. 401
- Paper Published on Ethics at the workplace at IMR, Ghaziabad on 26<sup>th</sup> Nov’ 2011. ISBN – 978-93-81771-00-6, Pg. 488.
- Paper Published on Leadership Redefined: a new context for teacher leadership at IMR, Ghaziabad on 26<sup>th</sup> Nov’ 2011. ISBN – 978-93-81771-00-6, Pg. 512

### **Awards and Achievements**

- Outstanding Contribution in Academics by IMS, Noida.
- DIGITAL SKILLS: DIGITAL SKILLS FOR WORK AND LIFE ACCENTURE Course by Future Learn.
- DIGITAL SKILLS: RETAIL ACCENTURE Course by Future Learn.
- Short-term course on Performance Management and Competency Mapping,
- Introduction to Personal Branding by Coursera (University of Virginia)
- New Models of Business in Society by Coursera (University of Virginia)
- New Models of Business in Society by Coursera (University of Michigan)
- Managing Mental Health and Stress by Coursera (Coventry University)
- Digital Learning – Faculty and Course Designers by TCS-ION.
- Work-life Balance and Impact of Remote Working by Coursera (Coventry University).

### **Workshops/Seminars/FDPs**

- ONE WEEK FACULTY DEVELOPMENT PROGRAM ON SLR, PUBLICATIONS IN TOP-TIER JOURNALS, AND DEVELOPING PROPOSALS FOR RESEARCH GRANTS AND SCOPUS-INDEXED BOOKS by Confab 360 degree
- Five-Day workshop on Research Methodology and Academic Writing with Hands-on SPSS by Edumaestro.
- TWO WEEKS NATIONAL LEVEL FACULTY DEVELOPMENT PROGRAMME ON "INNOVATIVE TEACHING STRATEGIES AND TOOLS IN THE DIGITAL AGE" by Scrollwell
- One Week FDP Innovative pedagogy for effective teaching and E-learning during covid ERA by IIMT- Meerut
- Four Days “Enhance your Professional Effectiveness workshop by CII and EYPE.
- Design Thinking and Innovative Approaches in Teaching For B schools Teachers’ by AICTE.
- Teaching Organizational Behavior for Institutional Growth by AICTE
- Productivity Enhancement through Effective Stress Management by AICTE
- BUDGET BRIEF CASE 2022 -23 by Wasme.
- EMOTIONAL INTELLIGENCE by BULMIM, New Delhi
- Goal Oriented Financial Planning and Strategies for Individuals by Bhagwan Parshuram Institute of Technology, New Delhi
- Stress Management (Online Live FDP) by ICT Academy

- Neuro-Linguistic Programming by IPEM
- Jal Aaj aur Kal by Madhya Pradesh Bhoj Open University
- International Web Lecture Series-2020 Webinar-2 on the topic “HEAL THE WORLD” by IMS-Noida
- International Web Lecture Series-2020 Webinar-3 on the topic “DESIGN THINKING & FUTURE ECOLOGIES”- IMS, Noida
- National Education Summit "Envisioning the reforms in higher education about national educationpolicy2020.
- FDP on Learning Pedagogy and Effective Use of Case Methodology by ASMA
- Shrimad Bhagwad Gita and Indian Constitution by IMS, Noida
- Progressing in Covid 19 world, the new normal by ITS.
- Innovative Pedagogy for effective teaching and E-learning during covid era by IIMT.
- Economic and Psychological Challenges and Solutions - Post COVID-19 by St. Paul Institute of Professional Studies, Indore
- “Publishing Research Papers in Premier Journals- Do’s and Don’ts” by ITS.
- Different Approaches in Management Research y Mumbai University
- Corporate Communication Skills for Workplace Success post Covid-19 by IMS, Noida
- Resilience and Reinvention by Sandip University
- Changing Paradigms in Marketing by LUMBA
- Impact of covid-19 on the Recruitment Process of the Corporate Sector by Shri Sai Group of Institutes.
- Business Analytics driving digitalization by IMS, Noida.
- E-teaching in an E-learning Era by IMS, Noida
- Future of Entrepreneurship in Covid-19 by Banarsidas Chandiwala.
- How to Make Research Better & Matter too by Maharaja Agrasen Institute
- Juggling in the midst of new-normal by KITE.
- Impact of Lockdown on Migrant Labour by IMS, Law College
- Meet the Maestro, by Vivekananda Global University.
- RECONFIGURE INTEGRATED FINANCIAL MARKETS IN WAKE OF COVID-19 by Mumbai University
- Artificial Intelligence, Applications, and Employment generation- a global Perspective by IMS.
- Challenges and Opportunities in online education during and post covid-19 by Jaipuria.
- IPR and Patents for researchers and academic excellence by RIMT University.
- Need of Eco-centric Approach for environmental protection and covid -19.
- Writing Quality Research Paper and Publishing in Highly Impact Journals-Tips and Techniques by RKGIT.
- International and Indian Economy Post Covid: Implications for MSMEs” by WASME
- Simulation and Games in Teaching Learning Process by IMS.

**Work Experience:**19 Yrs

**Professional Memberships:**

➤ Member – All India Management Association