

PROFILE

DR. AJAY JAIN
Associate Professor
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CURRENT STATUS

- **Chairman**- Anti Ragging Committee
- Program Chair- BBA, Faculty of Management Studies
- Chair - Project & Research, Faculty of Management Studies
- Chair - Finance Area, Faculty of Management Studies
- **Chief Editor**, “SRM-IMT Journal of Business and Management Research” ISSN 2319-6203.
- **Honorary Professor** and member of the Panel of Experts of **IIC University of Technology, Cambodia**
- **Editorial Board** Member of “VIDAANG” published by Guru Govind Rai University, Dehradun.

TRACHING EXPERIENCE (Total 25 Years, 3 month)

Academic Expertise Area

- Financial and Management Accounting
- Financial Management
- Legal Aspects in Business (Business Laws)
- Corporate Finance
- Computer Skills
- Financial Services
- Investment Management
- Cost Accounting
- Banking services and operations

EDUCATIONAL QUALIFICATION: MBA (Finance), M. Com., Ph. D. (Finance)

Research Guide:

Ph. D. Four Ph. D. Degree has been awarded and four research scholars are currently pursuing Ph. D. under my guidance. The detailed description of which is as follows:

Ph. D. Completed:

1. **“Leadership Styles of Bank Managers in Nationalized Commercial Banks in India (A Case study of Selected Banks in Delhi & NCR Region)”** by Ms. Shikha in August 2016.
2. **“The Impact of SARFAESI Act 2002 in Resolving the Problem of Non Performance Assets in Public Sector Banks: A Case Study of BOB, CB, CBI, PNB and SBI”** by Ms. Chandra Sharda in June 2019
3. **“Impact of Modern HR Practices on Productivity of Small and Medium-sized Enterprises – Case of Electrical Goods Industry”** by Ms. Shobha Bharadwaj in June 2021.
4. **“A Study on Rural Livelihood for Extreme Poor Women through Financial Inclusion and Banking Investment”** by Ms. Nimita Swain, Part time Research Scholar(Ext.), SRM-IST, NCR Campus, Modinagar

Ph. D.’s in Process:

5. **“Impact of Power Reforms on Generation (for India) and Distribution (for Delhi State): An Empirical Study”** by Mr. Alok Kastia, Associate Professor, Institute of Management and Technology (IMT) Ghaziabad, Part time Research Scholar(Ext.), SRM-IST, NCR Campus, Modinagar
6. **“Managing Service Quality in Higher Education-The role of Faculty”**, by Mr. Mahesh Hooda, Part-time Research Scholar(Ext.), SRM-IST, NCR Campus, Modinagar
7. **“Impact of Supply Chain Management Practices in the Wake of COVID-19 Crisis and Customer Satisfaction in India”**, by Ms. Priyanka Tyagi, Full-time Research Scholar, SRM-IST, NCR Campus, Modinagar
8. **“Restructuring banks to strengthen financial stability: A Case study to the consolidation of ten Public Sector Banks into four Banks 2020”**, by Ms. Nipurnika Chikara, Full-time Research Scholar, SRM-IST, NCR Campus, Modinagar

RESEARCH & PUBLICATIONS

Scoups publications	12
International Publications	13
National Publications	6
Book Chapter Publications	4
Total Publications	35

Research Papers Published in SCOPUS Journals

- **“Selecting the Customized HR Practices and Their Role in Nurturing SMEs: A Literature Review”** in International Journal of Social Ecology and Sustainable Development (IJSESD) Published by IGI Global indexed in SCOPUS Volume 13, Issue 06 Page No. 1-17)

https://drive.google.com/file/d/1stqwkYb8DBwD95zeGy_EOCL-iytRsq9T/view?usp=share_link

- **“In-game advertising and brand purchase intentions: an SOR perspective”** in **Global Knowledge, Memory and Communication (Emerald Publishing Ltd.)** indexed in **B Category of ABDC and SCOPUS**, ISSN 2514-9342, DOI 10.1108/GKMC-02-2022-0050, published on 25th May 2022, available at: <https://www.emerald.com/insight/2514-9342.htm>
- **“COVID-19 Outbreak: A Paradigm Shift in Food and Beverage Industry with Context to Delhi-NCR”** in **Future of Work and Business in Covid – 19 Era, Springer Proceedings in Business and Economics 2021**, indexed in **SCOPUS**, <https://www.springer.com/series/11960> ISSN 2198-7246 ISSN 2198-7254 (electronic) <https://doi.org/10.1007/978-981-19-0357-1> Published on 12th April 2022
- **“Status of Financial Inclusion in India, Persisting Challenges and Way Forward”** in **International Journal of Recent Technology and Engineering (IJRTE)**, indexed in **SCOPUS**, Volume-8 Issue-2S10, September 2019 pp. 268-272 ISSN 2277-3878, Impact factor 5.92 DOI:10.35940/ijrte.B1045.0982S1019.
- **“Consumer engagement towards travel websites and purchase intentions”** in **Journal of Advanced Research in Dynamical and Control Systems** indexed in **SCOPUS**, 2019, 11(8 Special Issue), pp. 2788–2794
- **“Smart Government E services for Indian railways using Twitter”**, Springer book series on **“Lecture Notes in Networks and Systems, Micro-Electronics and Telecommunication Engineering”** (Indexed in **SCOPUS**, ISI Proceedings and Springerlink) pp 721-731.
- **“Impact of Public Intervention on Poor in Odisha: Special Focus on Pradhan Mantri Jan-Dhan Yojana”** in **International Journal of Innovative Technology and Exploring Engineering (IJITEE)**, indexed in **SCOPUS**, Volume-8, Issue-11S2, September 2019, PP. 500-504 ISSN: 2278-3075, DOI: 10.35940/ijitee.K1083.09811S219
- **“Diffusion of Strategic Practices in HRM and their impact over Productivity of Small Firms”** in **IJRTE (International Journal of Recent Technology and Engineering)**, indexed in **SCOPUS** a special issue 2S10, vol. 8, September 2019 pages: 244-251 ISSN 2277-3878, Impact factor 5.92.
- **“Role of Human Resource Management in Small Scale Electrical Industries of Delhi NCR Region”** in **“Journal of Advanced Research in Dynamical and Control Systems-JARDCS”** Indexed in **SCOPUS**, Vol. 11, 05-Special Issue, 2019, ISSN 1943-023X pp 1145-1158 published by **Institute of Advanced Scientific Research, Kansas City, USA**
- **“Service Quality Model in Higher Education: On developing nation”** in **“SCMS Journal of Indian Management”** Indexed in **SCOPUS**, UGC Recognized, Vol. XV Number 4, Oct-Dec 2018, ISSN 0973-3167 published by SCMS Cochin School of Business.

- **“The Impact of SARFAESI Act 2002 in Recovering the Non Performance Assets in Public Sector Banks: A study on Recovery in SBI, CBI, CB, BOB and PNB (2008 to 2014)”** in **“International Journal of Applied Engineering Research”** a International Journal, indexed in SCOPUS Vol. 11, No. 7, (2016) pp 5218-5224, ISSN 0973-4562 © Research India Publication. <http://ripublication.com>
- **“Leadership Styles of Bank Managers in Nationalised Commercial Banks in India”** in **“PURUSHARTHA”** published by SMS (BHU), Varanasi, An International Journal, Indexed in SCOPUS Vol. VII, No. 1, Mar-Aug 2014 pp 98-105, ISSN 0975-024X

Research Papers Published in International Journals

- **“A Study on Investment Behavior of Individual Investors with Reference to Delh-NCR”** in **Intrnational Journal of All Research Education & Scientific Methods (IJARESM)**, Volume 9 Issue 9, Sep 2021 pp 2413-2423 impact factor 7.429 <http://www.ijaresm.com/a-study-on-investment-behavior-of-individual-investors-with-reference-to-delhi-ncr>
DOI: <https://doi.org/10.56025/IJARESM.2022.9901>
- **“Assessment of Service Quality Dimensions in Higher Education Sector of North India”** in **International Journal of Recent Technology and Engineering (IJRTE)**, Volume-9 Issue-2, July 2020 pp. 264-268 ISSN 2277-3878, Impact factor 5.92 DOI:10.35940/ijrte.E4975.079220
- **“Competency Mapping Based on Identifying their Impact Over the Productivity of SMEs”** has been published in **IJITEE (International Journal of Innovative Technology and Exploring Engineering)** in Volume-9 Issue-2, December 2019, Regular Issue ISSN: 2278-3075 pp 2236 - 2243 DOI: 10.35940/ijitee.B6674.129219.
- **“Analysis of Factor Responsible for Employee Turnover and provide Suitable Remedies for Small and Medium Sized Enterprises (SMEs) of Delhi-NCR Region”** in **Asian Journal of Multidimensional Research (AJMR)** A Double Blind Refereed International (UGC Approved) Journal, SJIF Impact Factor: 5.443, Vol. 7 Issue 6, June 2018 pp 274-290, ISSN 2278-4853 (Online)@www.tarj.in
- **“A Critical study on the Impact of HRM Practices on the Productivity of Small and Medium-Sized Enterprise SMEs”** in **“Journal of Exclusive Management Science”** Indexed in EBSCO HOST Impact factor 2.78, Vol. 6 Issue 02, Feb 2017 pp 1-21, online ISSN 2277-5684, Print ISSN 2320-866X@www.aeph.in
- **“HR Revolution: New Operational Trends & Concepts in Human Resource Management”** in **“EPRA International Journal of Research and Development (IJRD)”** SJIF Impact Factor: 4.144, Vol. 2 Issue 5, May 2017 pp60-62, ISSN 2455-7838 (Online)@www.eprajournals.com
- **“FDI in Insurance Sector in India: A Change Booster”** in **“VSRD International Journal of Business and Management Research”** An International Journal, Indexed in Google Scholar SJIF Impact Factor: 3.711 VOLUME: VI, ISSUE: IV, Apr 2016 pp 119-123, e-ISSN 2231-248X, P-ISSN: 2319-2194 © VSRD International Journals: www.vsr djournals.com

- **“Non-performing Assets – A Curse to Public Sector Banks in India”** in **“EPRA - An International Journal of Economic, Business and Management Studies”**, Impact Factor 3.059 Vol. 2, Aug-July 2015, Page No. 162-167 ISSN 2347-4378.
- **“An Overview of Economic Development Through Banking System in Current Scenario”** in International Journal of Research in IT & Management ISSN No. 2231-4334, Volume 3, Issue 1 (March 2013) pp 48-58 can be retrieved at www.euroasiapub.org/IJRIM/mar2013/6.pdf
- **“An Empirical Study on Internet Marketing and Customer-Trust in Online Environments”** in VSRD International Journal of Business & Management Research, Vol. 2 No. 11 November 2012, ISSN No. 2231-248X(Online), 2319-2194(Print), www.vsrjournals.com.
- **Bancassurance “A New feasible Strategy in Banking and Insurance Sector Moving Fast in India”** in International Journal of Research in IT and Management, ISSN No. 2231-4334, Vol 2 Issue 2 pp 771-781, Feb 2012 (can be retrieved at http://www.mairec.org/IJRIM_Volume2_Issue2.html)
- **“Analysis Regarding Mutual Funds Awareness and Opinion”** in VSRD International Journal of Business & Management Research Vol 2 no. 1 / pp 1 to 7 January 2012 ISSN No. 2231-248X(Online), 2319-2194(Print), www.vsrjournals.com.
- **“Analysis of Financial Instruments and Mutual Funds”** In International Transactions in Applied Sciences, October-December 2011, Volume 3, No.4, pp 841 – 848, ISSN (Printing): 0974-7273, ISSN(Online): 0975-3761

Research Paper Published in National Journals

- **“Keys to Resolve the Problems faced by Small Scale Industries- A Literature Review”** in JIM QUEST – Journal of Management and Technology, July2019 -Dec 2020, Vol. 16, No. 1, pp. 57-60 ISSN No. 0975-6280.
- **“A Study on Mergers and Acquisitions in the Indian Banking Industry: An Event Study”** in JIM QUEST – Journal of Management and Technology, July-Dec 2018, Vol. 14, No. 2, pp. 61-72 ISSN No. 0975-6280.
- **“Leadership Style & It’s Impact on Organizational Climate”** in SRM-IMT Journal of Business & Management Research, July-December 2012, Vol. 1 Issue 1, pp. 22-25 ISSN 2319-6203.
- **“An Analytical Study of Mutual Funds in India”** in SRM-IMT Journal of Business & Management Research, July-December 2012, Vol. 1 Issue 1, pp. 73-76 ISSN 2319-6203.
- **“Investment Pattern in Equity and Mutual Funds”** in Masterstroke (The Journal of Master School of Management), Oct-Dec’11, Vol. 8 No. 4, ISSN 0972-9895,
- **“Managerial Role in International Marketing Strategies”** in Journal of Commerce and Trade, Vol 2 No. 2 / October 2007, ISSN 0973-4503.

Book Chapter Publication

Three chapters in the Book **“Envisioning India 2.0 -Prospects & Challenges”** published by **“Bloomsury Publishing India Pvt. Ltd”** ISBN: 978-93-88630-19-1 year 2019.

- **“Key Resolve the Problems Faced by Small Scale Industries – A Literature Review”** Book Chapter published by **BLOOMSBURY INDIA** in **“Industry 4.0 Global Transformational Changes in Business & Management”** in Feb 2020 ISBN 978-93-88630-76-4 pp 101-106
- **“A Study on extreme Poor Rural Women’s Access to Financial Services and it’s Impact on Sustainable Livelihood in Sundargarh District of Odisha”** published in Edited Book **“Envisioning India 2.0: Prospects & Challenges”** in December 2018 published by **BLOOMSBURY** Publication ISBN 9789388630191 p.p. 52-59
- **“A Study on the Mergers and Acquisitions in the Indian Banking Industry: An Event Study”** published in Edited Book **“Envisioning India 2.0: Prospects & Challenges”** in December 2018 published by **BLOOMSBURY** Publication ISBN 9789388630191 p.p. 366-381
- **“Sustainable Competitive Advantage: An Application of Intellectual Capital in Improving Productivity”** published in Edited Book **“Envisioning India 2.0: Prospects & Challenges”** in December 2018 published by **BLOOMSBURY** Publication ISBN 9789388630191 p.p. 435-445

Research Paper Presented and Published in International Conference

- **“COVID -19 OUTBREAKS: A PARADIGM SHIFT IN FOOD AND BEVERAGE INDUSTRY WITH CONTEXT TO DELHI-NCR”** Paper Number STG-02 in the International Conference **“Re-investing the future of work & Business, International Management Conference (IMC-2021)”** organized by School of Management, **KIIT, Bhubeneswar** from Feb27-28, 2021. This paper is awarded as **Best Paper**.
- **“The Dilemma of Non-Performing Assets in selected leading Indian Banks”** Paper Number CARE_300 in the International Conference **“The Conference on Excellence in Research and Education (CERE-2021)”** conducted by Indian Institute of Mangement (**IIM**) **Indore**, from June 18-20, 2021
- **“Key Resolve the Problems Faced by Small Scale Industries – A Literature Review”** in the international conference **“Industry 4.0 Global Transformational Changes in Business & Management”** on Feb 2020 organised by Jaipuria Institute of Management, Ghaziabad
- **“Smart Government E-Services for Indian Railways using Twitter”** in the 3rd international conference on **“Micro-Electronics and Telecommunication Engineering”** on 28th – 29th September 2019 organised by SRM-IST, Delhi-NCR Campus, Ghaziabad

- **“Analysis & the effect of Automotive Lubricant Market of India due to Government initiative of 100%Electric Vehicles by 2030”** in the **“International Conference on Emerging Trends in Management Practices 2019”** on April 11-12, 2019 organized by Rukmini Devi Institute of Advance Studies and published in proceedings pp 249-264 ISBN: 978-81-939457-0-4.
- **“A Study on Extreme Poor Rural Women’s Access to Financial Services and its Impact on Sustainable Livelihood in Sundargarh District of Odisha”** in the **“International Conference on Envisioning India 2.0 Economic Policies: Prospects & Challenges”** on December 1, 2018 organized by Jaipuria Institute of Management, Ghaziabad abstract published in Souvenir.
- **“A Study on Mergers and Acquisitions in the Indian Banking Industry: An Event Study”** in the **“International Conference on Envisioning India 2.0 Economic Policies: Prospects & Challenges”** on December 1, 2018 organized by Jaipuria Institute of Management, Ghaziabad abstract published in Souvenir. The Paper was awarded as **BEST PAPER**.
- **“Sustainable Competitive Advantage: An Application of Intellectual Capital in Improving Productivity”** in the **“International Conference on Envisioning India 2.0 Economic Policies: Prospects & Challenges”** on December 1, 2018 organized by Jaipuria Institute of Management, Ghaziabad abstract published in Souvenir.
- **“Social Media Marketing and its Impact on Millennium Generations’ Purchase Intention”** in **“Research Day”** on 1st March 2018 organized by SRM Institute of Science & Technology, Kattankulathur, Tamil Nadu
- **“Website Quality as an Antecedent of Customer Purchase Intention for Travel Services: A Conceptual Model”** in **“International conference on Global Information and Business Strategies”** on December 16-17, 2016 organized by Gitarattan international Business School, Delhi published in proceedings pp. 1-12. The Paper was awarded as best paper.
- **“Modeling Relationship between Travel Websit Features and Purchase Intentions to Test the Online Customer Engagement in Social Media Environment”** in **“International Conference on Research in Marketing”** on December 21-22, 2013 organized by **Indian Institute of Technology(IIT), Delhi,Curtin University, Austrilia** and **XLRI Jamshedpur** published in proceedings ISBN 978-1-63041-998-1 pp. 103
- **“Buying Behaviour of Green Consumers and its Impact on Environmental Sustainability”** in International Conference on **“Exploring the Soul of Business: An EternalSustainer”** on 9th February, 2013 organized by **Jagan Institute of Management Studies (JIMS)**, Delhi, Published in proceedings ISBN 978-93-82062-87-5 Chapter 10, pp 93 to 104

- **“Role and Opportunities of Personality Development in Modern World”** in International Conference on **“Role and Responsibilities of Humanities and Social in Technical Education”** on 16th & 17th March 2012 organized by SRM University, Modinagar in association with India Inter Continental Cultural Association, Chandigarh

Research Paper Presented and Published in National Conference

- **“Technologies and current challenges in the Human Resources Department of Small and Medium Enterprises”** in 3 days National conference on **“Applications of Technical Terminology in Modeling Optimization and Computing in Science and Technology”** from 26th to 28th April 2019 organized by **SRM Institute of Science and Technology, Modinagar** in association with **Commission for Scientific and Technical Terminology, Ministry of Human Resource Development, New Delhi**
- **“Knowledge Management And Leadership: An Integrated Approach to Achieve Sustainable Development”** in National Conference on **“Role of IT & Management in Sustainable Development”** organised by Institute of Management & Research, Ghaziabad on 26th November, 2011

ON LINE COURSES:

- 12 weeks National Programme on Technology Enhanced Learning (NPTEL) in collaboration with Department of Management Studies, **Indian Institute of Technology, Roorkee** on **“Financial Statement Analysis and Reporting”** from Jan – April 2018 with ‘Elite’ certificate.
- 4 weeks National Programme on Technology Enhanced Learning (NPTEL) in collaboration with Department of Management Studies, **Indian Institute of Technology, Madras (IITM)** on **“Research Writing”** from Feb – Mar 2018 with ‘Elite’ certificate.
- 12 weeks National Programme on Technology Enhanced Learning (NPTEL) in collaboration with Department of Management Studies, **Indian Institute of Technology, Roorkee** on **“Working Capital Management”** from June – Oct 2018 with ‘Elite’ and Faculty Development Programme certificate.
- Successfully completed the 8 weeks of National Programme on Technology Enhanced Learning (NPTEL) in collaboration with the Department of Management Studies, **Indian Institute of Technology, Roorkee** on **“Marketing Research Analysis”** from June – to Oct 2018.
- Successfully completed the 12 weeks National Programme on Technology Enhanced Learning (NPTEL) in collaboration with the Department of Management Studies, **Indian Institute of Technology, Kharagpur** on **“Financial Institutions and Markets”** from Jan-Apr 2019.
- Successfully completed the 8 weeks National Programme on Technology Enhanced Learning (NPTEL) in collaboration with Department of Management Studies, **Indian Institute of Technology, Bombay** on **“Financial Accounting”** from Jul-Sep 2019.
- Successfully completed the 12 weeks National Programme on Technology Enhanced Learning (NPTEL) in collaboration with Department of Management Studies, **Indian Institute of Technology, Roorkee** on **“Business Statistics”** from Jan-Apr 2020.

Conference / Seminar Organised:

Organized a Three days National conferences as co-convenor on “**Applications of Technical Terminology in Modeling Optimization and Computing in Science and Technology**” from 26th to 28th April 2019 organized by **SRM Institute of Science and Technology, Modinagar** in association with **the Commission for Scientific and Technical Terminology, Ministry of Human Resource Development, New Delhi**

Organized a webinar on the topic “**Financial Investment for Mental Well Being**” on 29th May 2021 in association with “**BSE**”

Participation workshops/other FDPs

- Participated in One weeks **Faculty Development Program** “Webinar on Tools and Techniques for Research Work” from 4th May 2020 to 9th May 2020 conducted by Tagore University, Bhopal
- Participated in One weeks **Faculty Development Program** “Online Teaching Etiquette and Best Practices” from 10-05-2020 to 15-05-2020, Organized by Santhiram Engineering College, Nandyal in collaboration with Talentio Solutions India Pvt. Ltd., Hyderabad.
- Participated in One weeks **Faculty Development Program** “Research Methodology: Tools and Techniques” from 18-05-2020 to 22-05-2020, Organized by IILM College of Engineering and Technology.
- Participated in “One-Week Online **Research Methodology Workshop**” conducted by SHODH Haryana in collaboration with School of Business and Management Studies, Central University of Haryana, Mahendergarh and Indian Council of Social Science Research, New Delhi as knowledge partner from 3rd July - 9th July, 2020
- Participated in One-week online **Faculty Development Program** “Research Methodology and Journal Publishing” from 13th July 2020 to 17th July 2020 conducted by Rani Anna Government College for Women, Tirunelveli (T.N.)
- Participated in One-week Faculty Development Programme on “Innovative Approaches in Management Teaching” organised by Department of Management Studies, Panipat Institute of Engineering and Technology, Kurukshetra from 16th to 22nd July 2020.
- Participated in **Training Program** on “**Digital Marketing**” from 6th Mar 2019 to 7th March 2019 conducted by MSME-Technology Development Centre, Meerut Conducted at SRM Institute of Science & Technology, Ghaziabad

- Participated in 2 days **Faculty Development Program** on “**Applications of Analytical Tools and Ethics in Academic Research**” from 27thFeb 2019 to 28th Feb2019 conducted by SRM Institute of Science & Technology, Ghaziabad
- Participated in 2 weeks **Faculty Development Program** “ERUDITIA 2018 – A Multi-Disciplinary FDP Series” from 12th June 2018 to 23rd June 2018 conducted by SRM Institute of Science & Technology, Ghaziabad
- Participated in **National Seminar** on “**Sustainable Development and Inclusive Growth in India**” on 2nd June 2018 conducted by Department of Management Studies, SRM Institute of Science & Technology, Ghaziabad in association with **INDIAN ECONOMIC ASSOCIATION (IEA)**
- Participated in **Faculty Development Program** on “**Academic Research Writing in Technology & Management**” on 28th Feb 2018 conducted by Department of Management Studies, SRM Institute of Science & Technology, Ghaziabad
- Participated in **Faculty Development Program** on “**Entrepreneurship Development**” from 3rd Nov to 5th Nov 2015 conducted by Innovations and Entrepreneurship Centre (IEDC), SRM University, Modinagar in association with consultancy services cell, **State Bank of India**
- Participation in the workshop & competition titled “**Idea to execution for Entrepreneurs**” An Initiative by Nurture Talent Academy &Intaglio 2013 – The International Business Summit of **IIM Calcutta** as on 28th Jan 2013 at SRM University, NCR Campus, Modinagar
- Participated in International Conference of **DELHI ECONOMICS CONCLAVE** on “REVIVING GROWTH” December 14-21, 2012 organized by National Institute of Public Finance and Policy Confederation of Indian Industries, New Delhi
- Participated in a National Workshop on “Paradigm Shift of Pedagogy & EIM” conducted by Dept. of Research & Publication, SRM University, Modinagar on 8th & 9th Feb 2012
- Participated in a National Workshop on “**Research Methodology**” by Gittaarttan International Business School, Rohini, Delhi 24th& 25th June 2011.