

# Faculty Profile

**Name** : Dr. Pallavi Kumari  
**Designation** : Associate Professor  
**Teaching Area** : Economics  
: HR &OB  
: Business Communication



## Research Interest:

- HRM Practices
- Employee Welfare
- Industrial Relation
- Emerging Management Issues in CSR
- Job satisfaction

**Experience (In Years): 13 years**

## Academic qualifications:

- Ph.D in Faculty of Social Science and Humanities (Economics) from Ranchi University in 2015
- M.A Economics from Ranchi University in 2009
- M.A English from IGNOU in 2010
- PGDBM from Master School Of Management in 2006
- B.A in English Honours from IGNOU in 2007
- B.A in Economics Honours from Ranchi University in 2004

## Major Research Publications / Presentation:

- Kumari, N. International Journal of Scientific & Technology Research. Effective Sales Promotion Strategies For Gaining Competitive Edge And Intensive Growth” APRIL 2020. ISSN 2277-8616 (**Scopus**)
- Kumari, N., Academia. A Systematic Review of Factors Influencing Selection of Management Institutes among Students, pp.31-32, 2023 (ISSN- 2241-1402) (**Scopus**) <http://hepnet.upatras.gr>,
- Kumari, N., Journal of Management and Entrepreneurship. Blended Learning in the Age of COVID-19- The Key to Success. 17 (1), 2023: 24-27( **UGC care list**)

## Book Authored/Book Chapter:

- Kumari, N., Kumari, P., & Anand.V. Factors Influencing the Retention of Employees in the IT Services Industry Lambert Academic Publishing. Mauritius: 2018(5th Edition) (Book Authored)
- Kumari, P. Foreign Direct Investment in Indian Retail Sector.(Book Chapter), Paramount publishing House. 2012.1<sup>st</sup> Edition
- Kumari, P., CRM Practices. Emerging trends in Marketing(Book Chapter) ,Paramount Publishing House, Hyderabad , 2012.1st Edition
- Kumari, P. Women Education. World, Women Wellness. 2012(Book Chapter)
- Kumari, P. Strategies for bridging the employability skill gap in the higher education, Emerging Business and Technology Issues with Emergence of Industry 4.0, 978-93- 92568- 29-9,Nov 2022(Book Chapter)
- Environmental and health issues lead to unrest at RDK Cement Factory (Case study Publication)

## Faculty Profile

Exemplar Caselet, ISBN: 978-93- 88568-17-3. Caselet in Book,pp.56, June 2020.1st Edition.  
(Book Chapter)

### Conference and Seminar:

- Kumari, P, presented Paper titled “Exploring the Factors Influencing use of hearing Aid and its Satisfaction.” International conference on Recent Developments in Commerce, Business Management, Technology and Social Innovations, Jan., 2024
- Kumari, P, presented Paper titled “Emerging role of higher educational institutions in fostering social responsibility & community Engagement” at National Seminar on National CSR Summit -2023 Corporate Social Responsibility : Ethical Practices towards Rural and Tribal sustainable Quality Assurance in the new civil Society on 6th Jan 2023
- Kumari, P , Pal Amitava, The Interplay Between AI, Education, and Industry, International Conference On Emerging Trends in AI for Industry & Education -Opportunity and Challenges, XIME, Bangalore, Feb 22-23, 2024
- Kumari, P, presented Paper titled , “Exploring the Role of Human Resource Management in bringing Digital transformation”, Advanced Research in Digital Age, Biju Patnaik Institute Of Information Technology & Management Studies, Bhubaneswar, Nov., 2023
- Kumari, P & Chakrabarti Sampriti presented Paper titled “Non – Farm Employment Opportunities Created Through Digitalization and Its Impact on West Bengal Economy – Story of Purulia and Nadia” at National Conference on Digital Transformation of Rural India on 25<sup>th</sup> Feb 2020
- Kumari, P, presented Paper titled” Organic Farming Enhancing Self Sufficiency and Fostering Agri-Entrepreneurship for Economic Security” at International Conference, World Summit on Start up, entrepreneurship and MSME Development 2020 on 18th and 19th Oct 2020.
- Kumari, P, presented Paper titled” Achieving Social and Economic Revivals by Employing Sustainable Agriculture Development” at International Conference on Science, Engineering & Technological Innovation, on 24 & 25 Oct, 2020.
- Kumari, P, presented Paper titled “Strategies Of Industrial Relation For Combating Issues Of Workplace Incivility And Empowering Employees In The New Normal” at National Seminar on The „New normal“ in Management, Social Sciences & Economic Development, organized by ,Amity Business School, Amity University Madhya Pradesh, Gwalior on 6th Nov 2020.
- Kumari, P, presented Paper titled “Soft skills calibrating management education to accelerate employability in the job market” at International Conference, HR IN THE NEW NORMAL-Organized by Birla Global University, Bhubaneswar on Dec 2020.
- Kumari, P, presented Paper titled” Empowering and Enhancing Rural Women Livelihoods through Social Initiative” at International Conference on Global Trends in Business Practices and Management Education on 5<sup>th</sup> Dec 2020.
- Kumari, P, presented Paper titled, Influence of COVID -19 Pandemic on HR Strategies for Adoption of Digital transformation and Technology Trend t National Seminar, “The New Normal - Recent Trends in Business and Management 2022”at Kalinga University, Faculty of Commerce and Management, NayaRaipur, Chhattisgarh, India on 27- 28 May 2022
- Kumari, P, presented Paper titled “Innovative HR Technology Trends Embracing Digital Transformation” at International Conference on Multidisciplinary Research And Innovations In Finance & Strategic Management, Business Economics Education, Humanities & Social Sciences (ICMRI-2022) jointly with Chandragupt Institute of Management (CIMP), Patna, Bihar on May 28-29, 2022.
- Kumari, P, presented Paper titled “Women Entrepreneurship In Rural India: Key To India's Economic Growth” at National Conference on National Multidisciplinary Conference On Innovations, Research & Challenges In Global Business, Finance, Economics, Social Sciences And Applied Sciences (Ncicg - 2022)

## Faculty Profile



Jointly With School Of Business, The Assam Kaziranga University, Jorhat, Assam & S.s.g. Pareek Pg Girls College, Jaipur, Rajasthan on November 11- 12, 2022

- Kumari, P, presented Paper titled “Need of Enhancing Employability Skills among MBA Students for career growth and success in workplace” at National Seminar on Roles and responsibilities of HEI's in effective implementation of NEP 2020 organised by SSD Girls College ,Bathinda ,Punjab on 19th Nov 2022.
- Kumari, P, presented Paper titled “International Conference on Role Of Women Entrepreneurship In Sustainable Development Of India” International Conference On Women Literature Organized By Nesamony Memorial Christian College, Kanyakumari ,Tamil Nadu In Collaboration With Cape Comorin Trust (16- 17th Nov 2022)
- Kumari, P, presented Paper titled” Strategies For Bridging The Employability Skill Gap In Higher Education” at “National Conference on Emerging Business & Technology Issues with Emergence of Industry 4.0 on 29th Nov 30th Nov 2022.

### International Speaker

- **Invited as International Speaker**

Invited as a Internal Speaker at 2nd International Conference by the Faculty of Management Sciences, Alex Ekwueme Federal University, Ebonyi State Nigeria on the theme “Change Management ,Innovation and Digital Transformation: Panacea for achieving Sustainable Development in Africa” paper titled “Factors Affecting Education for sustainable Development through e-learning in higher education” on 4<sup>th</sup> -6<sup>th</sup> October 2023.

- **Guest speaker at career conference**

Delivered speech on “Employment opportunities for SC/ST job seekers after MBA course “on 21st April, 2010 organized by Ministry of Labour and Employment (DGE & T), Government of India.