

Dr. Shruti Punj

Associate Professor

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Associate Professor in the Faculty of Commerce and Management with more than 25 years of experience in teaching and having a distinguished track record of helping students develop the



Career Highlights

- A total work experience of 26 years as an academician in the field of higher education.
- Head, B.B.A, Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur, M.P. since 1st November 2023 till date.
- Deputy Coordinator, IQAC, Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur, M.P. since 15th July 2023 till date.
- In charge of B.Com. (Hon's), Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur from 2016 till date.
- Handled the Examination Cell of the college as the Examination Superintendent and Assistant Superintendent during the tenure.
- Coordinator, Certificate Programme in Banking, Finance and Insurance (CPBFI) in MOU with BajajFinserv from 2018 till date.
- Member, Entrepreneurship Development Cell, Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur from 2021 till date.
- Management Member, Alumni Student Council, G.S. College of Commerce and Economics (Autonomous), Jabalpur from 2022 till date.
- Member, Admission Committee, Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur.
- Former Joint Secretary, Alumni Student Council, G.S. College of Commerce and Economics (Autonomous), Jabalpur.
- Former Coordinator, Convergence Scheme, IGNOU.
- Former Member, Board of Studies, Mahrishi Mahesh Yogi University, Jabalpur.
- Former Member, Placement Cell, Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur.
- Former Member, Cultural Society, Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur.



Work Experience

**Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur (M.P): Associate Professor – Department of Commerce & Management.
Head BBA & In-charge for B. Com (Hon's)**

July 1998 - till date:

- Teaching Business Communication, Marketing Management, Human Resource Management, Financial Management, Indirect Taxes, Cost Accounting to Undergraduate Students and International Marketing, Cost Control and Administration and Organizational Behaviour to Postgraduate students.
- Specialize in Marketing Management, Organisational Behaviour and Capital Budgeting for Postgraduate and Management courses.



Research

Completed a **Minor Research Project (MH-42/106045/15-16/CRO/354)** entitled “*An Assessment of the Contribution of Higher Education in the Personality Development of Students: With Special Reference to M.P.Higher Education*” sanctioned by University Grants Commission CRO Bhopal.

Awards & Recognitions

- *Awarded the Academic Excellence Award-April 2022 “Best Women Scholar Award” by IRA for research publication.*
- *Reviewer for research papers at 14th Annual International Research Conference organised by Symbiosis Institute of Management Studies, Pune.*
- *Life Member of Inspira Research Association (IRA), Jaipur (Membership No. LM-IRA-785*
- *Member Executive and Former Joint Secretary, Alumni Association, G.S. College of Commerce & Economics (Auto.), Jabalpur.*



Publications

- Research Paper titled “*Impact of Financial Literacy, Attitude and Behaviour on Financial Well-Being Among Women in India*” **published in UGC Care Listed Journal Mukht Shabd, Issue 7, Volume**

XII, July 2023, (ISSN 2347-3150), Impact Factor 4.6

- Research Paper titled “ *Impact of E-tailing on Consumers Buying Behaviour Towards FMCG Products*’ published in International Double Blind Reviewed Refereed Open Access Journal **International Journal of Management, IT & Engineering (IJMIE) Vol. 12, Issue 12, December 2022 (ISSN 2249-0558), Impact factor 7.119**
- Research Paper titled “ *Risk and Return Analysis of Selected Flexi Cap Mutual Funds*” published in International Blind Peer Reviewed and Indexed Journal **International Journal of Multidisciplinary Research and Analysis(IJMRA) Vol. 5, Issue 10, October 2022 (ISSN 2643- 9875), Impact Factor 6.261**
- Research Paper titled “ *Work Life Balance Among Female Faculty Members of Higher Educational Institutions in Jabalpur*” published in International Peer Reviewed, Refereed and Indexed Journal **International Journal of Novel Research and Development (IJNRD) Vol. 7, Issue 9, September 2022 (ISSN 2456-4184) , Impact Factor 8.76**
- Research Paper titled “ *A Comparative Study of Impact of Stress Management Practices Among Employees of Public and Private Sector Banks in India*” published in International Reviewed Refereed Journal **International Journal of Education, Modern Management, Applied Science and Social Science (IJEMMASSS) Vol. 04, No. 3(1), July-Sep 2022 (ISSN 2581-9925), Impact Factor 6.882**
- Research Paper titled “*Role of Human Resource Development Centres’(ASC’s) in Training of Teachers in Higher Education*” published in UGC Approved Care Listed Journal **ShodhSarita, Issue 29, Volume 8, Jan-March 2021 (ISSN 2348-2397)**
- Research paper titled “*A Study of the Impact of Refresher Courses on the Teachers in Higher Education: A Case Study of HRDC, Jabalpur*” published in International Peer Reviewed Refereed Journal **International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS) Vol.3, No.4, Oct-Dec 2020 (ISSN 2581-7930), Impact Factor 5.260**
- Research paper titled “*A Study of the Impact of Curriculum Adopted by Higher Education on Shaping the Personality of Students in the Globalised Era*” published in UGC Approved Multidisciplinary International E-research Journal **Research Journey, Special Issue 161, March 2019(ISSN 2348-7143), Impact Factor 6.261**
- Article on “*Understanding Self Through Transactional Analysis*” published in the National Research Journal “**Research Link**” Issue 65,Volume-VIII(6),August 2009(ISSN NO.0973-1628)
- Chapter on “*Entrepreneurial Development for Women in Rural India: Problems and Strategies*” published in the book titled “**Women Entrepreneurship and Economic Development**” published by Sarup & Sons,New Delhi 1st Edition 2007(ISBN 81-7625-705-2)



National Conferences & Seminars

- Participated in a NAAC Sponsored National Seminar on “*Emerging Challenges and Opportunities in Synchronization of NAAC Criteria with NEP 2020 for Quality Assessment and Enhancement in HEI’s*” organised by Career College, Bhopal on 19th May, 2023.
- Participated in a National Seminar on “*Build a Brand Called You*” organised by the Department of MBA, Gyan Ganga Institute of Technology and Sciences, Jabalpur on 20th April, 2023.
- Presented a paper entitled “*Government Reforms for Quality in Higher Education*” at National Seminar on *New Methodology of Assessment to Nurture Quality Enhancement in Higher Educational Institute* organised by IQAC Cell, Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur and sponsored by National Assessment and Accreditation Council, Bangalore from 29th to 30th January 2018.
- Presented a paper entitled “*Quest for Quality in Higher Education in India*” at National Seminar on *Total Quality Management in Higher Education: Issues & Challenges* organised by G.S.College of Commerce & Economics (Auto.), Jabalpur on 20th December 2016.
- Presented a paper entitled “*A Study of the Effects of Intima Partner Violence on the Workplace*” at National Seminar on *Marginalization of Women: Challenges and Prospects towards Empowerment* organised by Women’s Studies and Research Centre, Rani Durgavati Vishwavidyalaya, Jabalpur and sponsored by National Commission for Women, New Delhi from 5th to 6th November 2015.
- Presented a paper on “*Role of Hi-Tech Aids in Research—With Special Reference to Use of Computers in Applied Statistics*” at the National Seminar on “*Easier Approach to Research Methodology in Economics*” organized by Mata Gujri Women’s College, Jabalpur and sponsored by University Grants Commission from 20st to 21st November 2009.
- Presented a paper on “*Industrial Development in MP*” at National Seminar on “*New Dimensions of Development in M.P.*” organized by Govt. Mahakoushal Arts and Commerce (Auto.) College, Jabalpur and sponsored by University Grants Commission from 19th to 20th February 2005.
- Presented a paper on “*Entrepreneur Development for Women in Rural India: Problem and Strategies*” at National Conference on “*Entrepreneurship and Economic Development: Emerging Opportunities & Challenges in Developing India*” organized by Mata Gujri Women’s’ College, Jabalpur and sponsored by University Grants Commission from 5th to 6th February 2005.
- Presented a paper on “*Govt. Policies for Small Scale Entrepreneurship Development*” at National Conference on “*Entrepreneurship and Economic Development: Emerging Opportunities &*

Challenges in Developing India” organized by Mata Gujri Women’s College, Jabalpur and sponsored by University Grants Commission from 5th to 6th February 2005.

- Paper on “*Effect of Marketing Promotion Policies on Bank Profitability*” presented at National Seminar organized by Navyug Arts & Commerce College, Jabalpur and sponsored by UGC from 22nd to 23rd February 2002.
- Presented & Published a Paper on “*Changing Values in Higher Education in the 21st Century*” at the All - India Conference on “*Universal Values in Higher Education*” organized from 14th to 16th October 2001 by Prajapati Brahma Kumaris Ishwariya Vishwavidyalaya, Mount Abu (raj.) with complete academic participation of Univ. Grants Commission which was attended by more than 1000 eminent personalities from across the world.
- Attended a National Seminar on “*Financial Sector Reforms*” held at G.S. College of Commerce & Economics (Autonomous), Jabalpur.
- Attended a National Seminar on “*Rural Unemployment & National Rural Employment Guarantee Scheme*” organized at G.S. College of Commerce & Economics (Autonomous), Jabalpur.



Development Programmes

- Participated in a 5 Day Virtual Faculty Development Programme on “*Environmental Quality Improvements Through Sustainable Approaches*” organised by IQAC, Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur, M.P. from 24th July to 28th July 2023.
- Participated in One Week Online Faculty Development Programme “ *Initiatives for Providing An Inclusive Environment In Educational Institutions*” organised by School of Education, K.R. Manglam University, Sohana Road, Gurugram from 22nd May to 28th May 2023.
- Participated in a 5 Days Faculty Development Programme on “*Research Methodology: Tools & Techniques*” organised by the Department of MBA, Gyan Ganga Institute of Technology and Sciences, Jabalpur from 13th March to 17th March 2023.
- Participated in a 7 Days Faculty Development Programme on “*ICT Tools for Teaching Learning Process and Higher Educational Institutions*” conducted by Govt. Mahakoshal Arts and Commerce Autonomous Lead College, Jabalpur under the aegis of MPHEQIP & World Bank Project from 27th February to 6th March 2023.
- Participated in a 3 day Online National Workshop on “*Research Methodology and SPSS usage in Data Analysis*” organised by Research Centre, G.S.College of Commerce & Economics (Autonomous), Jabalpur from 11th to 13th February 2021.
- Participated in one day National Workshop on “*Corporate Social Responsibility: Emerging Trends and Challenges*” organised by the Department of MBA, Gyan Ganga Institute of Technology & Sciences on 27th February 2018.
- Participated in Knowledge Sharing Programme on *Incorporating Life Skills in Teaching Methodology and Employability Skills and Networking Skills* organised by ICFAI Business School on 27th October 2018.
- Participated in a 3-day Faculty Development Programme on *Emerging Trends in Business: The Bhartiya Perspectives* held at Faculty of Management Studies- WISDOM, BanasthaliVidyapith and sponsored by Ministry of Human Resource Development from 27th November to 29th November 2017.
- Participated in Knowledge Sharing Programme on *Innovative Teaching Methods* organised by ICFAI Business School on 27th October 2017.
- Participated in a 7-day Faculty Development Programme on *Business Communication & Soft Skills in Corporate Culture* conducted by the Electronics and ICT Academy, PDPM Indian Institute of Information Technology, Design and Manufacturing, Jabalpur from 19th December to 25th December 2015.
- Attended a 3-day National Workshop on “*ShodhpatraLekhan*” held at Government Mahakaushal Arts

and Commerce Autonomous College, Jabalpur from 16th March to 21st March 2015.

- Attended 3-day workshop on “*Positive Mental Attitude*” by Mr. M.G. Deokar, Corporate Trainer, held at Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur.
- Attended 2-day workshop on “*Leadership and Team Building*” by Mr. Ranjit Majumdar, Corporate Trainer, held at Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur.
- Attended a National Workshop on” *Research Projects in Economics and Management*” on 12th February 2009, organized by the Department of Economics, Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur.
- Attended 15 days’ workshop on “*Research Methodologies*” organized by IGNOU at Mata Gujri Women’s’ P.G. College, Jabalpur from 01.01.08 to 15.01.08.
- Attended the 58th *Orientation Programme* at University Grants Commission Academic Staff College, presently known as UGC HRDC, Rani Durgavati Vishwavidyalaya Jabalpur from 27.01.2003 to 22.02.2003.



Education Details

- **2021:** Ph.D. in Commerce titled Role of HRDC in Training & Development of Academic Staff in Higher Education – A Comparative Study of HRDC Jabalpur and Lucknow, from Rani Durgavati Vishwavidyalaya, Jabalpur under the supervision of Dr. Sunil Kumar Pahwa, Principal G.S. College of Commerce and Economics (Autonomous), Jabalpur.
- **2007:** Bachelor's in Education (B.Ed.) from Rani Durgavati Vishwavidyalaya, Jabalpur with 72%.
- **2005:** Master of Business Administration (MBA) from College of Material Management (CMM), a well-known Institute in Central India affiliated to Rani Durgavati Vishwavidyalaya, Jabalpur, with 68%.
- **1998:** Master of Commerce (Taxation) from G.S. College of Commerce and Economics (Autonomous), Jabalpur affiliated to Rani Durgavati Vishwavidyalaya, Jabalpur with 59.75%.
- **1996:** Bachelor of Commerce (Management) from G.S. College of Commerce and Economics (Autonomous), Jabalpur affiliated to Rani Durgavati Vishwavidyalaya, Jabalpur with 64.8%.



Personal Details

- D.O.B.: 20/08/1975
- Marital Status: Married
- Children: Daughter & Son
- Interests: Reading, Singing, Music
- Languages Known: English, Hindi, Bangla, Punjabi.