

Rajni Juneja

Address for Correspondence

Department of Commerce & Management
University College, Miranpur, Distt. Patiala (Punjab), India
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EDUCATION

Punjabi University Patiala, India

Doctor of Philosophy in Management

[March 2017]

- **Major:** Marketing
- **Minor:** Communication, Social Media, Consumer Behavior, E-Commerce, Promotional Strategies
- **Thesis Title:** Product Promotion on Social Networking Sites: An Empirical Study
- **Advisor:** Dr. B.B. Singla

Qualified UGC – NET (National Eligibility Test for Lectureship) in **Management**

[September 2012]

University School of Business Studies, Punjabi University Guru Kashi Campus, Talwandi Sabo, Punjab, India

Master of Business Administration

[August 2011]

RESEARCH EXPERIENCE

PG Major Projects (As Faculty Mentor):

- Customer Experience Analysis and Social Media Marketing for Mobile App in Fashion Industry [Completed on May 2014]
- Impact of Privatization on Non- Performing Loans of Banks in Punjab [Completed on May 2015]
- Empowering Women through Microfinance [Completed on May 2015]
- Effect of Mergers and Acquisitions in Telecom Sector [Completed on May 2015]
- Impact of Awareness on the Choice of Short- Term Financing [Completed on May 2016]
- Impact of Interest Rate on Stock Market [Completed on May 2017]

TEACHING EXPERIENCE

Assistant Professor

[August 2020-Present]

University College, Miranpur, Distt. Patiala, Punjabi University, Patiala (Punjab), India

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Assistant Professor

[August 2018-August 2020]

University College, Benra (Dhuri), Distt. Sangrur, Punjabi University, Patiala (Punjab), India

Undergraduate Courses (B.Com)

- Financial Accounting - I & II
- Principles of Management
- Company Law
- Entrepreneurship

Postgraduate Courses (M.Com)

- Management Practices & Organizational Behavior

Assistant Professor

[September 2013-August 2018]

Punjabi University Neighborhood Campus, Maur, Punjabi University, Patiala (Punjab), India

Undergraduate Courses (B.Com, MBA, IC/BBA)

- Financial Accounting - I & II
- Indirect Taxes
- Business Law
- Business Environment
- E-Commerce

Postgraduate Courses (MBA)

- Managerial Economics
- Production and Operations Management
- Financial Management & Services
- Working Capital Management
- Project Management
- Management Practices & Organizational Behavior

Guest Faculty

[July 2014-Dec 2017]

Baba Jogi Peer Neighbourhood Campus, Ralla (Punjab), India

Undergraduate Courses (B.Com)

- Financial Accounting
- E - Accounting Tally ERP 9
- Auditing
- GST
- Principles of Management
- Income Tax
- Company Law

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PUBLICATIONS

Journal Papers:

- **Rajni**, S.K. Modi and B.B. Singla, “**An Empirical Study on Product Promotion on Social Networking Sites: A Review**”, International Journal in Applied Studies and Production Management, Volume 1, Issue 2, **15 February- 15 May 2015**, ISSN 2394 – 840X, pp. 141-159, **Impact factor 2.1**.
- **Rajni** and B.B. Singla, “**Effectiveness of Promotion on Social Networking Sites-An Empirical study**”, PIMT Journal of Research, Vol. 8, No. 2, **Jan- June 2016**, ISSN No. 02278- 7925, pp. 44-48, **Impact Factor 1.7**.

CONFERENCE / SEMINAR PROCEEDINGS

- **Rajni Arora**, “**Managing Short Product Life Cycle**”, 3rd National Conference on Trends and Issues in Product and Brand Management, ISBN: 978-93-5104-993-7, pp. 32, 33.
[March 20-21, 2013]
- B.B. Singla, Amarjeet Kaur and **Rajni Arora**, “**A Vision: Making MSMEs Globally Competitive in Turbulent Environment**”, MSMEs in Punjab: Opportunities & Challenges, An Anthology of Selected papers Presented at the ICSSR-NWRC sponsored National Seminar, ISBN 978-93-8014-562-4, pp. 54-60.
[March, 2014]
- **Rajni Arora** and B.B. Singla, “**Market Driven Management And Innovation in Fast Fashion Companies**”, A Collection of Research papers on “ Latest Trends in Management, Commerce & Economics”, ISBN 978- 81- 928584- 1- 8, pp. 29-32.
[April 2014]

MANUSCRIPTS UNDER PREPARATIONS

- **Rajni Juneja** & B.B. Singla, “**Tips to the Marketers for Effective Product Promotion on Social Networking Sites**”, **manuscript is ready for the submission**.

PAPERS PRESENTED/ACCEPTED IN INTERNATIONAL/NATIONAL CONFERENCES/SEMINARS

- **Rajni Arora**, entitled “**Role of CRM in Modern Marketing**”, presented in National Seminar on “**Contemporary Socio- Economic Dimensions in the Growth of Business**”, held at Multani Mal Modi College, Patiala.
[April 6, 2013]
- **Rajni Arora**, entitled “**Influence of Social Networking Sites on Promotion of Products & Services Among The Users**”, presented in National Conference on “**Emerging Innovations in Business & Technology**” held at Asra Group of Institutions, Bhawanigarh.
[27th April 2013]

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- **Rajni**, entitled “**Green Marketing Strategies for Sustainable Business Growth**”, presented in PCMA- National Conference on “Strategies for Sustainable Business Growth in India” held at Punjab Institute of Management and Technology, Mandi Gobindgarh, Punjab, India. [October 5, 2013]
- **Rajni Arora**, entitled “**Why Is The Organic Products Costing Higher? A Green Marketing Issue**”, presented in National Conference on “Contemporary Issues in Commerce and Management”, held at Guru Kashi University, Talwandi sabo. [April 25, 2015]

HONORS AND AWARDS

- Selected for **MHRD** sponsored **Faculty Induction Programme** under Pandit Madan Mohan Malavia National Mission on Teachers and Teaching. [June 2019]
- Participated in painting competition & awarded with **JANGE AJADI 1857**, CHANDIGARH certificate. [May 2007]
- Participated in painting competition organized by **FEVICRYL** & achieved **First Position**. [August 2008]
- Participated in **Quiz & Speech** competition organized by YOUTH CLUB, MANSA. [July 2007]

SELECTED SKILL SETS

- **Tally**; Taught to B.Com Students for Three Years.
- **SPSS (Statistical Package for Social Sciences)**; Apply Chi – Square Test, ANOVAs, T – Test and Factor Analysis.

PROFESSIONAL ACTIVITIES

- **Organized Two Extension Lectures** on “**Motivation: A source of Personal & Professional Growth**” & “**Cross Cultural Issues in Multinational Business**” at Punjabi University Campus, Maur, Punjab, India. [October 1, 2015]
- Held Position of **Accountant** under Shiv Shakti Medical Society, Bhikhi [June 2011-September 2012]
- Appointed as **External Examiner** for taking Viva-Voce in various Colleges:
Fateh College for Girls, Rampura Phul [July 13, 2016]
Malwa College, Bathinda [January 28, 2019]
Akal Group of Technology & Management [May 17, 2019]

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SERVICES

- Acted as **Nodal Officer** of AISHE [August 2014-November 2017]
- **Faculty Incharge**, Associate Reports of NAAC and UGC [August 2014-November 2017]
- **Faculty Incharge**, Associate Reports of IQAC (Internal Quality Assurance Cell) at Punjabi University Campus, Maur. [August 2014-November 2017]
- **Library Incharge** at Punjabi University Campus, Maur. [August 2014-November 2017]
- Appointed as **Polling Officer** twice by District Election Officer, Sangrur. [December 2018- April 2019]
- Appointed as **Deputy Superintendent** in various colleges for conducting examinations:
 - Nehru Memorial College, Mansa [December 02, 2014]
 - M.M. Modi College, Patiala [December 04 , 2017]
 - Govt. Mahindra College, Patiala [May 15-17, 2018]
 - State College of Education, Patiala [May 18 - June 04, 2018]
- Member of **Finance Committee** at University College, Benra. [August 2018]
- **Faculty Coordinator, Youth Festival** at University College, Benra [November, 2019]

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References:

- 1) Dr. B.B. Singla (Assistant Professor)**
School of Management Studies
Punjabi University, Patiala, Punjab-India
Email: bbsingla78@gmail.com

- 2) Dr. Ashok Kumar (Assistant Professor & Incharge)**
Department of Physics
University College, Benra (Dhuri), Punjab-India
Email: uc.benra2016@gmail.com

- 3) Dr. Amandeep Singh (Professor & Head)**
Department of Management
University School of Business Studies,
Guru Kashi Campus, Talwandi Sabo, Punjab-India
Email: kichy551@yahoo.com

- 4) Dr. Bhalinder Singh (Assistant Professor)**
Department of Arts
Punjabi University Neighbourhood Campus, Maur, Punjab-India
Email: pucmaur@hotmail.com

- 5) Dr. Munish Kumar (Assistant Professor & Incharge)**
Department of Mathematics
Jogi Peer Neighbourhood Campus, Ralla, Punjab- India
Email: msingla79@yahoo.com