

# Rajni Juneja

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## Address for Correspondence

Department of Commerce & Management  
University College, Benra (Dhuri) Distt. Sangrur (Punjab), India  
Email: [arora1987arora@gmail.com](mailto:arora1987arora@gmail.com)



## 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 2018-Present]

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

**Undergraduate Courses (B.Com)**

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- 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**”, 3<sup>rd</sup> 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.  
[27<sup>th</sup> 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