

## BIO-DATA (Long-Format)

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1. **Name:** Heena Atwal
2. **Designation:** Assistant Professor
3. **Department:** Basic and Applied Sciences
4. **Date of Birth :**14-08-1984
5. **Address for Correspondence:** H/no 119 Bank Avenue B/s Sacred Heart School Majitha Road Amritsar.  
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- 6 **Areas of Specialisation :** Human Resource Management

### 7. Academic Qualifications:

Sr. no.	Degree Held	Year	Board/Univ./ Inst.	% of marks	Div./ Rank	Subjects Taken
1.	Bsc (Med)	2007	GNDU	62	1st	English, Chemistry, Zoology, Punjab History and Culture, Nutrition and Dietetics
2.	MBA (HRM)	2009	GNDU	67	1st	Human Resource

8. **Membership of Professional Bodies/Organisations:** Life Membership of Indian Political Economy Association

9. **Medals/Awards/Honours/Received**

i)

10. **Scholarships:**

i)

11. **Details of Experience:**

S. No.	Name of the Inst./Employer	Position Held	Duration	Major Job Responsibilities and Nature of Experience
1.	Department of Punjab School of Economics GNDU	Asstt Professor	6 months	Teaching and Research
2.	Department of Electronics Technology GNDU	Asstt Professor	6 months	Teaching and Research

**12. Published Work (Please specify numbers only):**

- a. Research Papers i) National:1  
ii) International :4
- b. General Article
- c. Conference/Seminar Presentation: 15 Conferences and 10 Seminar
- d. Books
  - a. Original :
  - b. Edited : 1

(Please attach the list)

Titles of paper presented

1. Customer's perception toward Retail stores an empirical study conducted in Amritsar city.
2. Contribution of NGO's for women Empowerment: An analysis of different NGO's in Punjab.
3. E-Retail: Its prospects and growth.
4. Retaining Employees in Retail stores.
5. Impact of advertisement.
6. Role of WTO in Environment Protection: Issues and Challenges.
7. HR Practices in Indian Corporate: A study of selected Industries in Punjab.
8. Employment in Organised Sector: A comparison of Public and Private Sector.
9. Dimensions and Challenges of sustainable Development: An Environmental Prospective.
10. Environment Protection and WTO: Issues and Challenges.
11. E- Tourism: Affected or affecting Tourist Attitude.
12. Role of Environmental Training of Employee in Protection of Environment.
13. WTO & Global Environmental Protection some issues and Implications for the Developing countries
14. Government initiatives for Poverty Eradication in India: A Study of National Policies, Plans and Programmes
15. IFRS implication in India Opportunities and Challenges.
16. Electrical and Electronic waste growing concern in India
17. Green Banking: An Innovative Initiative for Sustainable Development.
18. Factors effecting Consumer online Purchasing decisions: A Study of E- Marketing.
19. Factors Effecting Tourist Footfall in Amritsar City
20. Relevance of Environmental Training for Employees in Protection of Environment
21. Climate Change and Water Crisis: How Business can Help
22. Digital Culture- A Hurdle or a catalyst in Employee Engagement
23. Impact of CSR on women empowerment
24. Employee Eco-Initiatives: An Organizational and Personal Perspective
25. Agriculture Position during the colonial Rule in Punjab

**13. R & D Projects:**

**14. Invited Talks/Articles:**

**15. Ph.D. Students guided/under guidance (Details):**

**M.Phil./M.Tech Students guided :**

**16. List of Papers/Courses taught at P.G. and U.G. Level**

S. No.	Paper	Class
1	Operation Research	U.G
2	Management Practices and Organisational Behaviour	U.G
3.	Human Resource Management	U.G
4.	Consumer Behaviour and Marketing Management	P.G
5.	Business Policy and strategy	P.G

**17. Technical Proficiency**

Knowledge of latest research methodology tools

**18. List of Papers Published**

**(Please attach the list)**

1. Sandhu, Vikram & Atwal, Heena, "E-retail: its growth and prospectus", *Radix International Journal of research in social science*, Vol. 2(II), pp 212-230. 2013
2. Sandhu, Vikram & Atwal, Heena, "Employment in organized sector: A comparison of Public & Private sector", *Asian Journal of research in Business Economics & Management*, Vol. 3(VII), pp 23-37. 2013
3. Atwal, Heena & Singh, Fulbag, " Employee Engagement in Environment : A Systematic review for the formulation of problem" *EPR International Journal of Economics and Business Review* , Vol.4 (XII) pp 46-53 12-12-2016
4. Atwal, Heena& Sandhu, Vikram, "Retaining Employees in Retail Store" *MAIMS Journal of Management*.10 (2). pp 78\_83 october 2015
5. **Edited book :Emerging technology Insights ISBN No: 978-93-85835-80-3 Relevance of Environmental Training for Employees in Protection of Environment pg121-129**
6. Singh, Yuvika & Atwal, Heena "Digital Culture- A Hurdle or A Catalyst in Employee Engagement" *International Journal of Management Studies* Vol 6 Issue-1(8) pg 54-60 January 2019

Date: 24 /07 /2019

(Signature of the Teacher)

