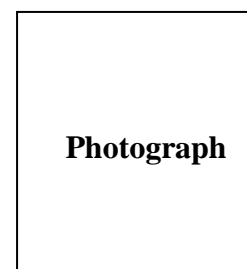


BIO-DATA (Long-Format)
(For uploading on University web site www.punjabiversity.ac.in)
Blank Performa can be downloaded from the University website

1. **Name** :Dr.Jasleen Kaur
2. **Designation** :Assistant Professor
3. **Department** :Applied Sciences
4. **Date of Birth** :20-6-1981
5. **Address for Correspondence** : 462, Anand Nagar -A,Patiala.



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E-mail :jas_leena81@yahoo.co.in

- 6 **Areas of Specialisation** :Management(Marketing)

7. Academic Qualifications :

Sr. no.	Degree Held	Year	Board/Univ./ Inst.	% of marks	Div./ Rank	Subjects Taken
1	PhD	2015	Pbi			Management
2	NET qualified	2005				
3	MBA	2004	PTU	77	first	Marketing and Finance
4	BCA	2002	PBI	62	first	
5	XII	1999	CBSE	71	first	Commerce
6	X	1997	CBSE	71	first	

8. Membership of Professional Bodies/Organisations

i) **Member of Advisory Board of IJASPM**
journal.....

ii)

9. Medals/Awards/Honours/Received

i)

ii)

10. Scholarships:

i)

ii)

11. Details of Experience:

S. No.	Name of the Inst./Employer	Position Held	Duration	Major Job Responsibilities and Nature of Experience
1.	College of Management & Tech, Patiala	Assistant Profesor	7years	Teaching & administrative
2.				
3.				
4.				
5.				

12. Published Work (Please specify numbers only) :

- a. Research Papers i) National =06
- b. ii) International = 04
- c. Conference/Seminar Presentation =11
- d. Books
 - i) Original: 01, Titled 'Fundamental of Organisational Development',ISBN:978-93-80144-18-4,Twenty First Century Publication,2010
 - ii) Edited :
 (Please attach the list)

11. R & D Projects

- i)
- ii)

12. Invited Talks/Articles

- i)
- ii)

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

S. No.	Name of the Student	Title of Thesis	Year of Completion
1.	Puja jain	Examining the impact of sense of calling and self –efficacy on organisational citizenship behaviour: A study of teachers in higher education institution of Punjab	Pusing
2.	Gaurav Gupta	Impact of organisational citizenship behaviour & job satisfaction on organisational effectiveness in selected service sector	Pursuing
3.	Pardeep Kumar	Measurement and antecedents of E-loyalty towards cash back websites: A study of Management students of Punjab	Pursuing
4.	Jasleen Kaur	Antecedents and effects of workplace bullying: A study of nurses in private hospitals in Punjab	Pursuing

5.	Umanpreet kaur	Impact of internal marketing practices on service quality, job satisfaction and customer satisfaction in the airline service industry: a survey of airlines in India	Pursuing
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14. M.Phil./M.Tech Students guided :

S. No.	Name of the Student	Title of Thesis	Year of Completion
1.			
2.			
3.			
4.			
5.			

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

S. No.	Paper	Class
1.	Management practices	MBA,BBA,BTech
2.	OB,OR	MBA,BBA
3.	Marketing Mgmt	MBA,BBA
4.	Production Mgmt	MBA,BBA
5.	Marketing Research	MBA,BBA

16. Technical Proficiency

Not more than 100 words

17. List of Papers Published

(Please attach the list)

- 1.'Talent Management & Internal marketing' published in Innovative research for business and Management, ISBN-978-93-81212-21-9
- 2.'Internal marketing as a tool of Quality of Worklife', published in Punjab Journal of Business Studies, ISSN-0973-4465
- 3.'Quality Management in the context of Internal Marketing: A theoretical Approach', ISBN-978-81-920249-9-8.
- 4.'Internal marketing strategies and employees performance in Banking sector', published in contemporary issues in Management journal, ISBN-978-81-929890-0-6.
- 5.'Work Culture: A Comparative study of a public and private university in Punjab', published in International journal in Applied studies and Production Management, ISSN-2394-840X.

6' Asian infrastructure Investment Bank: Structure & opportunities & challenges for India', Published in International journal in Applied Studies and Production Management ,ISSN-2394-840X.

7. Factors affecting Indian stock Market: Role of FDI and FII, published in PCMA journal of Business, ISSN No: 0974-9977

8. 'Green HRM: A key to the success of an organisation', Published in International journal in Applied Studies and Production Management, ISSN-2394-840X.

9.'Examining the relationship of work engagement and organisational commitment with organisational citizenship behaviour ',published in Transforming Traditional Business-Changing Scenario of Corporate Business, ISBN No. 978-93-85450-24-2

10.'Performance analysis of district Central Cooperative banks in India',published in PIMT journal of Research,ISSN-02278-7925

Date: __/__/____

(Signature of the Teacher)