




JSS Mahavidyapeetha
JSS Academy of Technical Education, Noida
Department of Management Studies



FACULTY PROFILE

1. Personal Details

NAME	Dr. SAPNA MATHUR	
DEPARTMENT	MBA	
DESIGNATION	ASSISTANT PROFESSOR	
PHONE	9312840942	
EMAIL ID	sapnamathur.dms@jssaten.ac.in	
Date of Joining (JSSATEN)	11-01-2011	

2. Experience

Total Experience in Years: 13	Teaching: 12.5	Industry: - 0.5	Research: -
-------------------------------	----------------	-----------------	-------------

3. Qualifications

COURSES	SPECIALIZATION	Year of Award	INSTITUTION	UNIVERSITY
BSc	PCM	2005	PDC	Dr B R Ambedkar University, Agra
MBA	Marketing and HR	2008	HCST	UPTU, Lucknow
Ph.D.	Marketing	2019	Birla Institute of Management Technology (BIMTECH)	Mohanlal Sukhadia University, Udaipur
UGC-JRF UGC-NET	Management	2010, 2011		UGC
PGDCP	Computer Applications	2006		Dr B R Ambedkar University, Agra
Post Doc.	-	-	-	-

4. Research & Publications

Papers Published in Web of Science indexed Journals	International: 00	National: 00
---	-------------------	--------------

Papers Published in SCOPUS indexed Journals	International: 00	National: 00
Papers Published in other Journals	International: 05	National: 05
Papers Presented in Conferences / Symposium	International: 03	National: 03
Books / Book chapters Published	<p>1. Name of the book: “Industrial Sociology” Publisher: (ISBN: 978-81- 7473-564-0) Year of Publication: 2016</p> <p>2. Name of the book: “Entrepreneurship Development” Publisher: Vikas Publishing House (ISBN: 978-93259-8086-0) Year of Publication: 2014</p> <p>3. Book Chapters Name of the book: “Entrepreneurship Development- Jamia Millia Islamia” Publisher: Vikas Publishing House (ISBN: 978-93259-8086-0) Year of Publication: 2016</p> <p>4. Book Chapters Name of the book: “Women Entrepreneurship Empowerment and Development” Publisher: Excel India Publications (ISBN: 978-93-83842-23-0) Year of Publication: 2014</p> <p>5. Book Chapters Name of the book: “Researches in Commerce and Management” Publisher: Serial Publications (ISBN: 978-81-8387-677-3) Year of Publication: 2014</p>	

6. Research Guidance

PhD Guide- Give field & University	No	University:
------------------------------------	----	-------------

PhDs / Projects Guided	Ph.D. Awarded: Guiding: NIL	Projects at Master's Level: - 40 Projects at Bachelor's Level:
------------------------	--------------------------------	---

7. Grants

i. Funds Received (Projects)

Project Name	Grant Amount	Date of receiving the Grant	Duration	Grant issuing authority/ Body / Organization
-	-	-	-	-

ii. Patents

Sl. No.	Title Details	Details of award of patent / Filed
1	Machine Learning based automatic waste management for E-environment	Filed & Published 15 January 2021

iii. Consultancy

Title of the work	Amount in Rs.	Date of receiving the Grant	Duration	Grant issuing authority/ Body / Organization
-	-	-	-	-

8. Awards Received

1.	"National Achievers Award for Education Excellence" 2021
2.	Dr. Sarvepalli Radhakrishnan Teachers' Excellence Award 2020
3.	"Rashtriya Shiksha Ratan Award" 2018

9. Publications

i. International Journals

Sl. No	Title of the paper	Name(s) of Author(s)	Name of the Journal	Volume No. Issue No. Year	WOS / Scopus / Both	Impact Factor	Publisher
1	"Causatum of Green Marketing: A Purchase Verdict of	Dr. Sapna Mathur	4D International Journal of Management and Science	Vol. 4, Issue 1, 2013			

	college students”						
2	“Green Marketing: A Perspective of Customer's Comprehension”	Dr. Sapna Mathur	International Journal of Contemporary Business Studies	Vol. 3, Issue 9, 2013			
3	An Outlook on Consumer's Perception for green products: An empirical study of Delhi-NCR	Dr. Sapna Mathur	Prayas, An International Journal of Multidisciplinary Studies	Vol. 3, Issue-1, 2016			
4	“Leveraging More with Inside Sales: A case study of XYZ consulting”	Dr. Sapna Mathur	International Journal of Science Technology and Management	Vol. 8, Issue-2, 2019		-	-
5	“Impact of COVID-19 on Education System in India: Roadblocks and Opportunities ”	Dr. Sapna Mathur	International Journal of Advance Research in Science and Engineering	Vol. 09, Issue-12, 2020			

ii. National Journals

Sl. No.	Title of the paper	Name(s) of Author(s)	Name of the Journal	Volume No. Issue No. Year	WOS / Scopus / Both	Impact Factor	Publisher
---------	--------------------	----------------------	---------------------	---------------------------	---------------------	---------------	-----------

1	“Motivation for buying Green Electronics: A study of Young Customers in Delhi-NCR Region	Dr. Sapna Mathur	Abhigyan	Vol. 37, Issue-2, 2019	UGC-CARE		
2	“Ruralpreneurship: A strategy for stimulating Rural Development	Dr. Sapna Mathur	NDIM- Review of Professional Management	Vol. 10, Issue-3, 2014			
3	Are Customers budged by eco labels?	Dr. Sapna Mathur	DCAS, Journal of IT and Management Applications				
4	“Creativity and Innovation: The Whim of Marketing”	Dr. Sapna Mathur	Journal of Management and Administration Tomorrow				
5	Stress Management: A study of women college teachers	Dr. Sapna Mathur	SANSMARAN	Vol. 3, Issue-1, 2013			

iii. Conferences

Sl. No.	Title of the paper	Name(s) of Author(s)	Name of the Conference	Volume No. Issue No. Year	WOS / Scopus	Impact Factor	Publisher
1	Espousal of Outcome Based Teaching Methodology	Dr. Sapna Mathur	A paradigm shift in Indian Business Environment	2015	-	-	-
2	Outcome Based Education: A Paradigm Transference	Dr. Sapna Mathur	Emerging Trends and Challenges in Management	2015			
3	“Business Strategies for managing turnaround in Global Economy	Dr. Sapna Mathur	International Conference	2010			

4	“Entrepreneurship and Rural development”	Dr. Sapna Mathur	International Conference	2009			
5	Creativity and Innovation in Marketing Strategies	Dr. Sapna Mathur	National Conference	2009			
6	Social Responsibility-A vital tool	Dr. Sapna Mathur	International Conference	2007			

iv. Workshops /Conferences Attended

Sl. No.	Name of the workshop / Conference	Organizer	Date
1.	3 rd Annual Commerce Convention	Delhi University	April 2014
2.	A paradigm shift in Indian Business Environment	Dayanand College of Commerce	2015
3.	Emerging Trends and Challenges in Management	Jai Narayan Vyas University, Jodhpur	2015
4.	National Conference	Vishweshwarya Group of Institutions	2011
5.	International Conference	Mangalmay Group	2010
6.	National Conference	SIET, Ghaziabad	2009
7.	International Conference	HIMCS	2007

v. Workshops / Conference (Organized)

Sl. No.	Name of the workshop / Conference	Organized by	Date	Role
1	International Academia Leadership Program	DMS-JSSATEN	13-18 July 2020	Co-Convener
2	International Professional Development Program	DMS-JSSATEN	22-27 June 2020	Co-Convener
3	EAC-Sponsored by DST(GOI), Implemented by EDI-Ahmedabad	JSSATEN	15-17 November 2017	Coordinator
4	FDP-Sponsored by DST(GOI), Implemented by EDI-Ahmedabad	JSSATEN	05-17 December 2016	Dy. Coordinator

vi. Conference Attended (those sponsored by AICTE / ISTE /IETE /TEQIP or any other sponsoring body)

Sl. No.	Name of the workshop / Conference	Organizer	Date
-	-	-	-

10. Details of NPTEL / COURSEERA courses completed

Sl. No.	Name of the subject	Organized by	Date of completion / Award	Grade / Marks
1	Developing Soft Skills and Personality	IIT-Kharagpur	GOLD MEDAL- Topper (2%)	90%
2	Enhancing Soft Skills and Personality	IIT-Kharagpur	SILVER MEDAL	89%

11. Membership of Professional Bodies:

1. Member of Noida Management Association(IM-861)

12. Any other information you will like to share about your professional experience

Institution Innovation Ambassador

Completed Advance level-Innovation Ambassador Training-2021, conducted by Innovation Cell- Ministry of Education and AICTE

Completed Innovation Ambassador Training-2020, conducted by Innovation Cell- Ministry of Education and AICTE