



Ms Tanu Marwah

Assistant Professor , MBA Dept
Hindustan College of Science and Technology-
MATHURA-281122

Contact:

Email:

Qualification	:	MBA, NET
Department	:	MBA
Experience (Academics/Industry/Research)	:	14
Research Interest	:	Finance and Operations
Ph.D. Supervising	:	-
BTech/MTech/MPhil Dissertation supervised	:	NA
Sponsored Research Project / Consultancy	:	NA

Research Publications	:	<ul style="list-style-type: none">• Presented a paper in conference proceeding date 27/12/2021 topic Sentiment analysis for the COVID-19 pandemic: with special reference to leadership role in building emotional resilience ISDSI-Global 2021 Hosted by IIM, Nagpur ISDSI-Global Conference 2021 Leading Business in a Fluid world 27-30 December 2021.12.21• Published a paper titled : faceless assessment scheme : Opportunities and challenges in annual referred journal IJMDIT vol 18 December 2020.• Published a paper titled “Influence of Covid-19 on Higher Education sector in India” in bi annual referred journal ,Behaviorial scientist volume 21 January 2020issue.• Published a paper titled “Gen Y and role of HR” in Annual referred journal International Journal of Management development and Information technology Volume 15 2017
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	<ul style="list-style-type: none"> • Published a paper titled Improving quality of management education –A strategic model approach in International Journal of Management development and information Technology.ISSN-0976-8440 Vol 12,Dec ,2014 • Published a paper in International Journal titled Corporate SHG linkages in International journal of rural management. • Paper – “Entrepreneurial Intention among graduating business management students of U.P.” Published in Indian Journal of Research in Management, Business and Social Sciences (IJRMBSS). ISSN-2319-6998. • Paper on “Collective retail through social franchising in India: a tool towards rural retail and social empowerment” published in KHOJ-Journal of Indian Management Research and Practices ISSN: 2278-8271. • Published a paper in International Journal on the title “Role of Management Education in India in creating Enduring Indian Corporations” with ISSN no:2251-1571 • Article on corporate SHG partnerships for Rural markets Published in Kurukshetra journal of Rural Development, Vol 61 no.9. • Paper “Gender Difference & Shopping Behavior through Cards: Study on MIG, Indian Consumers” Published in Advances in Management Volume 6, issue 6, 2013. • Presented a paper in International Conference on the title Happiness and Well being: Role of Management Education. • Participated in International Conference on the title Supply Chain Management and Logistics-Issues and Challenges. • Presented a paper in National Conference organized by HIMCS on the title <i>Ecological</i>
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	<p><i>Economics: a Sustainable economic tool in India and other developing countries</i></p> <ul style="list-style-type: none"> • Presented a paper in National Conference organized by BMAS on the title Managing Financial Crisis in emerging market Economics • Presented a paper on National Seminar with the title Promotion with patience and perseverance: The Mantra to tap rural market • Presented a paper in National Conference on retailing in India: Emerging Dimension to explore rural potential.
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Recent Conference: International conference on leveraging contemporary management practices for sustainable development organized by department of management studies Dayanand Sagar College of Engineering Bengaluru on 22 dec 2023.

Certifications: Advance excel, R-programming, SPSS, Nvivo

<p>Book Chapter</p>	<p>:</p> <ul style="list-style-type: none"> • Published a book chapter titled “ A case analysis of Walmart’s digital marketing strategy” in the edited book title “ leading the future : Progressive Approaches to Modern management by Empyreal Publishing house having ISBN : 978-93-93810-89-2.dated August 2023. • Published a book chapter titled Women leadership -Breaking stereotypes Prakhar Goonj publication ISBN :978-93-94369-41-2 • Published a book chapter titled Digital Human Resources: A competitive edge to an organisation world lab publications ISBN: 978-93-90734-5-9 • Published a book chapter titled faceless assessment scheme: A new era of taxation in emerging issues in management and
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		economics KAAV publications ISBN 978-93-91842-06-2.
Patents		
		NA
Achievements		
International Collaboration	:	NA
Award	:	
Membership in Professional Bodies	:	AIMA, ICFAI
Abroad Visit	:	NA