DR. ISHA KAUR RAKHRA
REWA
Madhya Pradesh, India
Mobile: +91 9893394449| E-Mail: isha.rakhra@gmail.com

CAREER OBJECTIVE:-

Seeking assignments in Academic Research Position with focus on Marketing, Tourism and HRM with an organization of repute &I look forward to embellish symbiotic growth of the department as well as myself and at the same time would like to contribute my knowledge in a challenging environment of the department.

EDUCATION :-

- **PhD in Business Administration** from APS University, Rewa, Madhya Pradesh, 2017
- **FDP in Management From Indian Institute of Management, Indore, Madhya Pradesh**
- **Master of Business Administration** from APS University, Rewa, 2007
- **Bachelor of Commerce in Computer Application** from Rani Durgavati University, Jabalpur, 2004

TECHNICAL SKILLS :-

- MS Office

SKILLS AND ABILITIES :-

- As a lecturer have a very good experience of conducting research and analysis, along with this related recommendations are provided.
- Expertise in compertised operations.
- Possess knowledge of Business Administration, Human Resource Management, Financial Management and various Management Theories.
- Have strong analytical and evaluation power.
- Proficient in working. Have an experience to work under pressure and meet deadlines.
- Have excellent skills of written and oral communication.
- Can handle multiple priorities.
- Knowledge of office software like Microsoft Word, Excel, Power Point.

WORK EXPERIENCE

Organization	Designation	Duration
APS University Rewa	Faculty	Feb 2008 - Present

KEY DELIVERABLES

As a Faculty

- An accomplished and multifaceted professional with 11+ years of demonstrated experience in handling subjects as well as number of students
- Experience in Serving on faculty committees dealing with research, budgets, curriculum planning and requirements and staffing
- Extensive cross-functional experience in teaching one or more subjects
- Hands on experience in preparing, administrating and grading assigned work
- Advising students on course and academic matters and career decision
- Handling as a paper setter for Poornima university Jaipur

SUBJECTS HANDLED :-

- Management
- Organization Behavior
- HRM
- Consumer Behavior
- Research Methodology
- Managerial Skills Development
- Tourism Marketing
- Communication skills

INVITED TALK :-

1. Delivered an invited talk on "Tips and Tricks to Improve Communication Skills and Personality Development" at Rewa Engineering College, Rewa (MP) on 1st Nov 2021
2. Delivered an invited talk on "Overcoming Communication Barriers" at Amity Global Business School, Ahmedabad on 2nd March 2021
3. Delivered an invited talk on "Time Management By working Women" at Union Bank Of India, Bhopal on 8thMarch 2021
4. Delivered an invited talk on " 7 Cs of Effective Communication" at SAGE University Bhopal on 23rd April 2021

5. Delivered an invited talk on “How to Confront Grapevine- The Informal Communication at Workspace” on 18th May 2021

BOOK PUBLICATIONS :-

- Marketing Innovations in Tourism Industry: An Empirical study of Madhya Pradesh, Redshine Publications, Gujrat, India (ISBN:978-93-89840-51-3) 2020

PATENTS :-

- AI-Powered HRM System: Gamification and Predictive Analytics for Crowdsourcing Engagement and Motivation,Patent Application Published Application Number: 202421033298 ,Journal Number: 22/2024 ,Journal Date: 31/05/2024 , Indian Patent Office

PUBLICATIONS :-

1. Formulating plan for Assessing The level of on Neuromarketing Skills And building strategies for enhancing students’ Skills for ensuring better placement opportunities for BBA& MBA Students at APSU: A case study, Routledge publication Taylor and Francis group, ISBN: 978 103 28 17 903 (pbk) ISBN 97 81 00 350 13 74(ebk), DOI: 10.43 24/ 978 100 35 zero 13 74(2024) pp 132-142
2. Coffee bagging: a new work culture incorporate culture specifically to India, Kaav International Journal of economics, commerce and business management,KIJECBM V11(2024)pp 124-126
3. Quality of work life and impact on job satisfaction among health care worker :An exploratory study based on literature review Vindhya Bharti research journal volume No- 23 Issued -1,PP 34-40, ISSN 0976-9986(2023)
4. Tourism Information in Indian websites: A content analysis of Discursive Production of Destination types, Suresh Gyan Vihar University International Journal of Economics and Management, Vol. 8, ISSN: 2278-2478(2020)
5. Crafting Marketing Strategies in Tourism Sector, IJRAR Journal, Vol 6 Issue 1, www.ijrar.org, E-ISSN 2348-1269, P-ISSN: 2349-5138(2019), pp 79-90

6. Film Tourism a new and innovative approach in promoting tourist destination, JETIR Journal, Vol 6 Issue 5, www.jetir.org, ISSN: 2349-5162 (2019). Pp 6-16
7. Effect of Innovative Promotional Campaigns in enhancing the Market Potential of Tourism Industry in Madhya Pradesh", BVIMSR's Journal of Management Research, Vol. 10 Issue - 1 : April : 2018, Pp 51-57, ISSN NO. 0976-4739(2018)
8. Rural Tourism a Boon to Indian Economy, Vindhya Bharti Research Journal, volume-No 15, Issue-1, Pp 176-179, ISSN0976-9986(2017)
9. ICT Based Innovation in Tourism Marketing, IITM Journal of Business Studies(JBS), Vol-4, Issue 1, Pp 16-21, ISSN 2393-9451(2017)
10. Consumers' perception towards Marketing Innovation in Tourism Industry of Madhya Pradesh", Vindhya Bharti Research Journal, volume-No 14, Issue-1, Pp 38-43, ISSN0976-9986 (2017)
11. Consumers' Attitude towards Marketing in Madhya Pradesh Tourism, International Education and research Journal, Volume 3, Issue-7, Pp 14-15, E-ISSN NO:2454-9916(2017)
12. Role of ICT in Marketing Innovation in Tourism Industry, Research Link, Vol XV(12), February 2017, Pp 123-127 ISSN – 0973-1628(2017)
13. A study on CSR in Tourism industry, Conference Preceding- New Dimensions in Corporate Social Responsibility, Horizon Books, Pp 145-149, ISBN-578-53-86369-05-5(2016)
14. Perception of foreign tourist towards tourism products of Madhya Pradesh", Conference Preceding- (International Seminar) Evolving management Strategies for India's Economic Growth, Pp 17-23, ISBN-978-93-84535-41-4 (May 1-2, 2015)
15. Role of Marketing Personnel in Insurance Sector", Tiwari Sulakshana (Edr.), "Emerging Trends in Banking, Financial Services & Insurance Sector", Pp. 264 -268, Indra Publishing House, Bhopal ,ISBN – 978-93-82518-55-6 (2014)
16. Role of SHGs in Boosting tourism Industry in India", Conference Preceding- (National Conference) Financial Inclusion In India, SSDN PUBLISHERS AND DISTRIBUTORS, New Delhi ,2014, Pp- 218-222, ISBN No. 987-93-8357-565-7(2014)
17. Role and importance of Human Resource in Tourism industry", Conference Preceding- Emerging Issues of Indian Tourism Industry, Sarup Book Publishers PVT. Ltd, New Delhi,2014, Pp- 151-159, ISBN978-81-7625-978-1(2014)

18. Potentials of E-business in India", Conference Preceding- (International Conference) Value based Innovative Business Management, Shroff Publishers & Distributors PVT. Ltd. Pp-246-247, ISBN-13-978-93-5110-1550, June 2013
19. Pitfalls of E-banking in India (A case study of public and private sector banks of Rewa region)" Conference Preceding- (International Conference) Paradigm Shift In Innovative Business Management, acumen Creations, Indore, Dec 7 2013, pp- 208-209, ISBN 978-81-927004-0-3(2013)
20. Changing trends in ethical values with respect to working women", Conference Preceding- (National Seminar) Empowerment Of Women Through Gender Budgeting In India, Sheetal Printers Jaipur, 30 Nov-1 Dec 2012, Pp-195-199, ISBN 978-81-7910-438-5(2012)

CONFERENCES ATTENDED :-

1. Presented paper in XVth International Conference on Fostering Industry Academia Partnership for Driving Innovation and Strategizing Trade & Industry, organised by PRESTIGE Institute Of Management & Research Gwalior (MP), titled "Espresso Yourself: The Expressive Power of Coffee and Badging in Modern Lifestyle", on 06-07 January,2024.
2. Presented paper in International summit on University- Industry Interface for Skill Development of Youth, organised by Awadhesh Pratap Singh University Rewa (MP), titled "Embolden and Demoralizing Factors of Women Entrepreneurs: A Study of Rewa", on 25th -27th Feb 2018.
3. Presented paper in National seminar on Development of Tourism Industry in India(Issues and Challenges), title, " Role of Tourism in Rural Development In India", organised by Department of Management studies, Guru Ghasidas Vishwavidyala, Bilaspur, (C.G), sponsored by Ministry of Tourism Government Of India, New Delhi, on 16th& 17th Nov, 2017
4. Attended National Conclave on "New Education Policy: Issues & Challenges in Higher Education", Organised by APS University, Rewa on 16th October, 2016.
5. Presented paper in Indian council Of Social Science Research sponsored National Seminar on "Make In India: A Key for Economic Growth In India", titled "Role of Tourism Sector In Make In India Campaign with special Reference To Madhya Pradesh", organised by

St. Aloysius' College (Autonomous), Jabalpur (MP), on 18th& 19th March 2016.

6. Presented paper in International Conference on Rural Development, title "Tourism and Rural Development", organisedby Department of Social Entrepreneurship and corporate Social Responsibility, XIDAS Jabalpur(MP), on 4th& 5th Feb 2016.
7. Attended Heritage short Film Festival organised by Institute of Tourism and Hotel Management, Dr. B.R. Ambedkar University Agra and Archaeological Survey of India on 16th -18th April 2012.
8. Presented paper in UGC Sponsored National Conference on "Emerging Trends & Challenges in Management", Tittle " Boom of E-Business in India" by Department of Business Admin. APSU, Rewa, on March 24-25, 2012.
9. Presented paper in International Conference on Marketing Paradigms in Emerging Economies, titled "Emerging trends of investment-critical and suggestive approach.", organised by Faculty of Management studies Banaras Hindu University, Varanasi, India on 4th& 5th Dec 2012.

WORKSHOPS AND TRAINING SESSIONS ATTENDED :-

- **Faculty Development Programme,** Indian Institute of Management Indore, (IIMI), India, April-May 2018
- 6 days workshop on " Statistical Software's for Research" organized by APS University, Rewa, Department of Business Administration, **10th - 15th Oct 2019**
- 7 days' National Workshop on "Research & Teaching Methodology", organised by Department of Commerce, Govt. T.R.S. (Autonomous) Darbar College, Rewa (M.P.), **01st - 07th Sept2016.**
- 3 days' workshop on "Research Methodology and Statistical Software" organised by APS University, Rewa, Department of Business Administration, **18th -20th Dec 2013**

ASSOCIATION :-

- **Alumni, Indian Institute of Management, Indore (IIMI), India**

References are available upon request