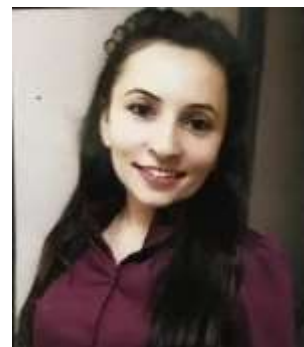


Dr. Aarti

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OBJECTIVE

To further the cause of education by implementing successful modern teaching practices and sharpen the skills of learners by providing experiential learning so as to help them excel professionally and be better human beings.

ACADEMIC CREDENTIALS

- Awarded Doctorate (Ph.D.) in Hotel Management from Kurukshetra University, Kurukshetra (2018).
- Completed Master in Hotel Management from Maharishi Dayanand University, Rohtak (2010-12)
- Completed B.Sc. in H & HA (Hospitality and Hotel Administration) from Institute of Hotel Management, Jaipur, affiliated to National Council for Hotel Management and Catering Technology under the aegis of Ministry of Tourism (2007-2010).
- Completed schooling from Motilal Nehru School of Sports, Rai, Sonapat, Haryana, affiliated to CBSE and a member of Indian Public School Conference (IPSC) (1998-2005).

ACADEMIC CONTRIBUTION & KEY DELIVERABLES

- Expertise of teaching Accommodation Operations and Management; Food and Beverage Service Operations & Management, Nutrition and Food Science, Research Methodology, Communication Skills, and Hospitality Sales & Marketing.
- Proficient in organization of departmental events such as International conference/ Seminars/ Seminars etc.
- Skillful in management of cultural events at the university such as “Ratnavali”, “Alumni Meet”, etc.
- Contributed a number of academic videos to YouTube channel “**Hospitality Broadcast**”.

TEACHING PROFILE

Served as an Assistant Professor at Department of Tourism and Hotel Management Kurukshetra University, Kurukshetra. (2014 – 2018 & 2021-22).

RESEARCH PROFILE:

PUBLICATIONS

- Chahal, N. & Aarti (2018). Service Quality GAP analysis among Haldirams’ Restaurants: A Case Study of Gurugram (India). Journal of Emerging Technologies and Innovative Research (ISSN: 2349-5162), Vol 5, Issue 6, 578-585.
- Kumar S. & Aarti (2017). Consumer Perception Towards Service Quality in Fast Food Restaurants of Delhi & Gurugram. EPRA International Journal of Economic and Business Review (ISSN 2347-9671), Vol 5, Issue 7.

- Dhankar S., Aarti, & Raheja S. (2015). Maintaining Ecological Sustainability through Hospitality Industry: A Need of the Hour. *International Journal of Management and Social Sciences and Research* (ISSN 2319-4421) Vol. 4, Issue 6(1), 26-30.
- Aarti (2015). Wellness Tourism- “The Search for Transformation”: A Critique. *International Journal of Management and Social Sciences and Research* (ISSN: 2319-4421) Vol. 4/Issue 9/34-38.
- Aarti (2015). Emerging Trends in Business Ethics and Value System. *International Journal of Physical and Social Sciences* (ISSN: 2249- 5894) Vol. 5/Issue 10/493-502.
- Aarti (2014). Green Hospitality: A Novel Approach Towards Sustainability. *Indian Streams Research Journal* (ISSN: 2230- 7850). Vol.4, issue 5,1-4
- Aarti (2016). Consumer’s Opinion Towards Fast Food Restaurants of Delhi, *PCTE Journal of Hospitality Management*, vol 2, issue 1,13-24.
- Aarti (2015). The Impact Of „Work-Life Quality“ On Employee Turnover: A Case of Hospitality Industry, *International Conference Proceedings at Hindu Institute of Management, Sonapat, Haryana* (ISBN: 978-93- 81212-92-9), Bharti Publications, New Delhi, 199-202.
- Aarti (2014). Brand Loyalty: A Challenge for Fast Food Industry in India. *Drasta Research Journal* (ISSN 2277-2480), VOL. 3, ISSUE 11,297-304.
- Aarti (2014). Emerging Trends in Beverage Consumption: A Case of Organic Tea. *Golden Research Thoughts* (ISSN 2231-5063). Vol. 4, issue 1,1-4.

PRESENTATIONS & PARTICIPATIONS

- **Participated in an International E- Conference** on “Enterprise and Entrepreneurialism in Tourism and Hospitality” organized by the Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi from January 28-30, 2022.
- **Participated and Presented Paper** Titled “Stress Management: Lessons from Shrimad Bhagwad Gita” in an International E-Conference on “Sustainable Existence & Shrimad Bhagwad Gita Philosophy” organized by Kurukshetra University, Kurukshetra (Haryana) from December 21-23, 2020.
- **Participated in an International E-Conference** on “Tourism Building Peace! Fostering Knowledge: A Stakeholders Perspective” organized by Amity University, NOIDA, Uttar Pradesh from September 24-25, 2020.
- **Participated in an International Webinar Series** on “Global Restart of Tourism: A Path to Preparedness Strategies” organized by Mount Carmel College Autonomus, Bengaluru from September 26-27, 2020.
- **Participated and Presented Paper** Titled “Motivation and Perception of Visitors to Religious Event: The Case of Gita Jayanti Festival, Kurukshetra” in an International Seminar on Exploring Self in Digital Age-The Perspective of Shrimad Bhagavad Gita Philosophy organized by Kurukshetra University, Kurukshetra (Haryana) on November 25-27, 2017)
- **Participated and Presented Paper** Titled “Assessing Service Quality: A Comparative Study of Fast-Food Outlets of Dehradun” in an International Conference Cum Workshop on Sustainable Entrepreneurship Development Practices in Tourism and Hospitality Sector in The Himalayan States) organized by Centre for Mountain Tourism & Hospitality Studies Hemvati Bahuguna Garhwal University (Uttarakhand) in Collaboration with Ministry of Tourism, Government of India on April 28-30, 2017.

- **Participated and Presented Paper** Titled “Hospitality Training & Education: An Appraisal” in National Seminar on Tourism Education & Skill Development: Prognosis prospects organized by Kurukshetra University, Kurukshetra (Haryana) on March 18, 2017.
- **Participated and Presented Paper** Titled “Shrimad Bhagavad Gita: The Essence of Teaching” in an International Seminar on Bhagavad Gita: Holistic Life Management and World Harmony Tourism organized by Kurukshetra University, Kurukshetra (Haryana) on December 6-9, 2016
- **Participated and Presented Paper** Titled “Consumer’s Opinion Towards Fast Food Restaurants of Delhi” in an International Conference on Trends of Tourism organized by PCTE Institute of Hotel Management & Catering Technology, Jalandhar (Punjab) on March 11, 2016.
- **Participated and Presented Paper** Titled “Terrorism in India: A Pang in the Spirit of Hospitality” in an International Seminar on Human Rights and the Civil Society and the Changing Facets of Terrorism organized by Geeta Institute of Law, Panipat (Haryana) on November 21, 2015.
- **Participated and Presented Paper** Titled “Hospitality Education: A Passport of a Coveted Career” in National Seminar on Hospitality & Tourism Education in India: Current Status and Future Perspectives organized by Maharshi Dayanand University, Rohtak (Haryana) on March 17, 2015.
- **Participated and Presented Paper** Titled “Changing Dynamics of Indian Fast Food Industry: An Overview” in a National Seminar on Entrepreneurial Issues in Indian Tourism & Hospitality Industry organized by Kurukshetra University, Kurukshetra (Haryana) on March 14, 2015.
- **Participated and Presented Paper** Titled “The Impact of „Work-Life Quality“ on Employee Turnover: A Case of Hospitality Industry” in an International Conference on Innovation & Sustainability: Managing for Change organized by Hindu Institute of Management, Sonapat (Haryana) on January 25, 2015.
- **Participated and Presented Paper** Titled “Reduce, Reuse & Recycle: The Mantra for Sustainability in Hospitality Industry” in National Seminar on Environment and Ecology: Contemporary Issues, Challenges and Future Perspectives organized by Geeta Institute of Law, Panipat (Haryana) on November 29, 2014.
- **Participated and Presented Paper** Titled “Green Hospitality: A Step towards Sustainable Development” in an International Conference on Eco-Investment and Innovation for Inclusive Green Growth: Possible Pathways to Eradication of Poverty and Sustainable Development organized by Kurukshetra University, Kurukshetra (Haryana) on March 25 & 26, 2014.
- **Participated and Presented Paper** Titled “Emerging Trends in Business Ethics and Value System” in a National Conference on Emerging Trends in Management organized by Maharshi Dayanand University, Rohtak (Haryana) on February 28, 2014.
- **Participated in an International Conference** on Hotel, Travel & Tourism Research organized by Banarsidas Chandiwala Institute of Hotel Management & Catering Technology on February 12-15, 2014.
- **Participated and Presented Paper** Titled “Reduce, Reuse & Recycle: The Mantra for Sustainability in Hospitality Industry” in National Seminar on Environment and Ecology: Contemporary Issues, Challenges and Future Perspectives organized by Geeta Institute of Law, Panipat (Haryana) on November 29, 2014.

- **Participated and Presented Paper** Titled “Skills and Training for the Hospitality Sector: A Review of Issues” in a National Seminar on Hospitality & Tourism Education in India: Issues & Challenges organized by Maharshi Dayanand University, Rohtak (Haryana) on April 22, 2013.

WORKSHOPS/FACULTY DEVELOPMENT PROGRAMMES

- Participated in an online **Advanced Faculty Development Programme** on “Life Skills for Blissful Life” organized by organized by Maharshi Dayanand University, Rohtak (Haryana) from December 13-17, 2021.
- Participated in an online **National Workshop** on “How to Catch Fake/Cloned/Predatory Journal in Academics” organized by Hansraj College, University of Delhi on October 16, 2021.
- Participated in an online **National Workshop** on “Yoga and Physical Fitness” organized by NSS, MGSM’s Arts, Science, & Commerce College, Chopda, Jalgaon, Maharashtra from June 17-21, 2021.
- Participated in an online **Elementary Faculty Development Programme** on “Life Skills for Blissful Life” organized by organized by Maharshi Dayanand University, Rohtak (Haryana) from June 7-11, 2021.
- • Participated in an online **Faculty Development Programme** on “Research Article Writing and Online Academic Presentation” organized by Govt. Girls’ P.G. College, Ujjain, Madhya Pradesh from August 17-23, 2020.
- • Participated in an online **Faculty Development Programme** on “Hospitality & Tourism Management Research: Methodological Analysis” organized by Siksha „O” Anusandhan, Bhubaneswar, Odisha from August 5-11, 2020.
- Participated in an online **Workshop** on “Business Analytics for
- Tourism & Hospitality Management” organized by Indian Institute of Tourism & Travel Management, NOIDA, Uttar Pradesh from August 3-9, 2020.
- Participated in a **National Workshop** on “Mainstreaming Gender in Higher Education” organized by Kurukshetra University, Kurukshetra (Haryana) from September 13- 15, 2018.
- Participated in a **National Workshop** on “Research Methodology Course” organized by Kurukshetra University, Kurukshetra (Haryana) from March 3- 12, 2015.
- Participated in a **National Workshop** on “Research Methodology and use of SPSS Package” organized by Kurukshetra University, Kurukshetra (Haryana) from March 21-23, 2014.
- Participated in a **National Workshop** on “Workplace Sexual Harassment of Women” organized by Maharshi Dayanand University, Rohtak (Haryana) on January 24, 2014.

ORGANIZATIONS

- **International Seminar** on “Exploring Self in Digital Age – The perspective of Shrimadbhagavadgita Philosophy” organized by DTHM, USM, DSPP & DOP, Kurukshetra University, Kurukshetra. (November 25th – 27th, 2017).
- **National Seminar** on “Tourism Education & amp; Skill Development: Prognosis & Prospects”, organized by Department of Tourism and Hotel Management, Kurukshetra University, Kurukshetra on March 18, 2017.

- **International Seminar** on “Bhagavad – Geeta: Holistic Life Management and World Harmony Tourism Motivation” at Kurukshetra University, Kurukshetra from December 6-10, 2016.
- **“Ratnawali Food Stalls”** a four-day National Level programme at Kurukshetra University, Kurukshetra from 24 October to 27 October, 2016 as a coordinator.
- **“Alumni Meet - 2016”** at Department of Tourism and Hotel Management, Kurukshetra University on 24th September, 2016 as a Coordinator.
- **“World Tourism Day-2016”** at Department of Tourism and Hotel Management, Kurukshetra University on 23rd September, 2016 as an event Coordinator.
- Celebrated **“International Housekeeping Week - 2016”** at Department of Tourism and Hotel Management, Kurukshetra University, Kurukshetra on 14th September, 2016.
- **“Ratnawali Food Stalls”** a five-day National Level programme from 27 October to 31 October, 2014 as a coordinator.
- **National Seminar** on “Entrepreneurial issues in Indian Tourism and Hospitality Industry” on March 14, 2015 at Department of Tourism and Hotel Management as a coordinator.

AWARDS/HONOURS

- **Gold medal** for securing First Position in Master of Hotel Management at Maharshi Dayanand University, Rohtak (Haryana), 2017.
- **The Aspiring Researchers Award** by Indian Hospitality Congress for Outstanding Achievement in High Quality Work in Hospitality & Tourism at Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi on February 12, 2016.

PERSONAL PROFILE

Date of Birth	:	March 5, 1989
Father’s Name	:	Late Shri Subhash Chander
Marital Status	:	Married
Nationality	:	Indian
Languages Known	:	English & Hindi
Residential Address	:	A-3/106, Sector-3, Rohini, New Delhi

Date: May 10, 2022

(Dr. AARTI)