

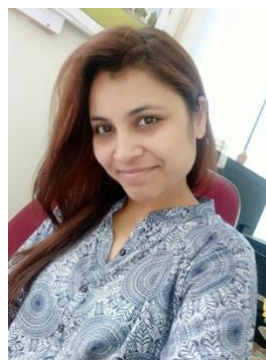
Dr. Sunayana

Assistant Professor

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Human Resources Management &
Strategic Management**

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I am into academics since July 2007. My teaching and research interests includes Human Resource Management, Strategic Management, Training & Development, Cross Cultural management and Business Ethics & Corporate Governance. I have published around fourteen papers in Journal of repute, Six Full chapters in books, six papers published in conference proceedings and more than thirty Research papers presented at different national and international conferences.

Previous Associations:

Sl. No.	Name of the Employer	Period of Service		Position
		From	To	
1	Rajasthan Institute of Engg. & Technology, Jaipur	28/07/2007	12/09/2008	Lecturer
2	Government Engineering College Jhalawar, Jhalawar	13/09/2008	28/04/2010	Assistant Professor
3	Jamia Millia Islamia, New Delhi	29/04/2010	Continue	Assistant Professor

Educational Qualification:

Sl. No.	Examination Passed	University	Division
1	B.Sc. (Biology)	MDSU, Ajmer	I
2	MBA (HR)	MDSU, Ajmer	I
3	Ph.D.*	Jiwaji University, Gwalior	Awarded

Topic: *“Impact of Tour Guides Performance on Tourist Satisfaction”*

Award: *UGC-NET (Management)*

Subjects Taught:

- Strategic Management
- Human Resource Management
- Cross Cultural Issues
- Training and Development
- Corporate Governance and Business Ethics

Research Guidance:

Sl. No.	Name of the Candidate	Topic	Status
01	Nadia Ashraf Khan (November 2016)	Expatriate Adjustment, Job Satisfaction, and Organizational Commitment: A Study of Antecedents and Consequences of Expatriate Adjustment	Pursuing
02	Rakhshanda Parveen (December 2017)	Strategic Planning Practice: A Study on Indian SMEs	Pursuing
03	Anam Aslam (December 2017)	Repatriation Adjustment Process: An Empirical Study of Re-entry of Expatriates	Pursuing
04	Shadab Mohd Khan (July 2019)	Influence of Personality Traits and Skills on Social Entrepreneurial Intention: An Empirical Study	Pursuing

Publications in Journal:

- **Sunayana** and Kumar, S. (2009). “*Management of Rural Hospitals- Exploring Success*”. Journal of Commerce and Information Technology, Vol. 9, pp. 51-56, ISSN: 0972-9550.
- Prakash, M., Chowdhary, N. and **Sunayana** (2010). “*Tour guiding- Roles, Challenges and desired competencies: A review of literature*”. International Journal of Hospitality and Tourism System, Volume-3, Issue 1 2010, ISSN- 0974-6250.
- Prakash, M., Chowdhary, N. and **Sunayana** (2010). “*Becoming a tour guide: Analyzing the motivations*”. Revista de turism, Volume-9, Issue-9, 2010 (P.P. 5-13), ISSN: 18442994.
- Prakash, M., Chowdhary, N. and **Sunayana** (2011). “*Tour guiding: interpreting the challenges*”. Turimos, Vol.6, No.-2, ISSN: 1790-8418 (Print), ISSN: 1792-6521 (online).
- Kumar, S. & **Sunayana** (2011). “*Exploring Human Resource Management Practices in Small Scale Hospitals of Rajasthan*”. JM International Journal of Management Research, ISSN Print 2229-4562 Online 2230-8059, Volume-1 Issue-V May 2011.
- **Sunayana** and Kumar, S., (2014). “*An analytical approach to human resource development in tourism sector- A study*”. Tourism and Cultural Heritage: Issues and challenges, Centre for Tourism and Heritage Research, Department of Commerce, Dayanand College, Ajmer (Raj.), Vol. 1, No. 1, pp. 57-67, ISBN: 978-71-55345-98-5.
- **Sunayana**. (2016). “*Employee Perception about Organizational Culture and Commitment*”. Asian Journal of Management- Applications and Research, Vol. 7(1) pp. 35-53, ISSN: 2230-8660 (Print), 2230-8679 (Online).
- **Sunayana**, Parveen, R. & Aslam, A. (2018). “*A Comparative Study on Different Styles of Management: A Case of India and China*”. International Journal of Research in Management & Social Science, Vol. 6(1-5), pp. 185-190, ISSN: 2322-0899.

- **Sunayana** and Khan, N.A. (2018). “*Factors Affecting Female Expatriates: A Review of Literature*”. International Journal of Research in Management & Social Science. Vol. 6(1-V), pp. 41-47, ISSN: 2322-0899.
- **Sunayana** and Parveen, R. (2019). “*Evolution of Strategic Flexibility and Decision-Making Process: A Conceptual Framework*”. Asian Journal of Managerial Science, Vol. 8 (1), pp 85-92, ISSN: 2249-6300 (Print).
- **Sunayana** and Aslam, A. (2019). “*Evaluating expatriates' importance for supporting activities using Importance-Performance Analysis*”. The Research Journal of Social Sciences, Vol 10(6), pp. 487-498, ISSN: 0025-1348 (Print), 2456-1356 (Online).
- **Sunayana** and Parveen, R. (2019). “*Local Residents' Perception Towards Rural Tourism Development: A Study of Rural Rajasthan*”. International Journal of Research and Analytical Reviews, Vol 6(2), pp. 871-879, E-ISSN 2348-1269, P-ISSN 2349-5138.
- **Sunayana** and Khan, N.A. (2019). “A Qualitative Study of Indian Expatriates Abroad”. Indian Management Studies Journal, Vol. 23(1), pp. 63-74.
- **Sunayana**, and Khan, S.M. (2019). “Trends in Social Entrepreneurship: A Systematic Review”, Think India Journal, Vol. 22(14), pp. 1685-1701.

Publications in Conference Proceedings:

- Kumar, S. & **Sunayana** (2011), “*Revenue Management in Small scale Hotels of Rajasthan: A Critical Appraisal of Pricing Strategy*”, Published in proceeding of National Seminar, CMS, JMI, New Delhi, titled ‘Future of Financial Markets’, ISBN: 978-81-922331-0-9.
- **Sunayana** & Kumar, S. (2011), “*Awareness of ICT in Small Scale Tourism Enterprises in Rajasthan*”, Published in proceeding of National Seminar, CMS, JMI, New Delhi, titled ‘Future of Financial Markets’, ISBN: 978-81-922331-0-9
- **Sunayana** & Kumar, S. (2009), “*Management of Rural Hospitals-Exploring Success*”, Journal of Commerce & Information Technology, ISSN Print 0972-9550, Vol. No.-9 (Jan-Jun).
- Chauhan, K. & **Sunayana** (2012), “*Customer Lifetime Valuation as a Tool for Customer Retention and Mapping Customer Profitability*”, Proceeding of National Conference, Guru Nanak Institute of Management, New Delhi, titled “Global Economic Scenario” ISBN: 978-81-904635-39, (P.P.-374-381).
- **Sunayana** & Parveen, R. (2019), “*The Impact of E-Commerce on Organizational Performance of the Indian Travel Agencies*”, The Fourth International Scientific Conference on “Tourism in Function of Development of The Republic of Serbia-Tourism as a Generator of Employment organized by University of Kragujevac, Faculty of Hotel Management and Tourism, Vrnjačka Banja, pp. 482-499, ISBN: 978-86-89949-37-7.
- **Sunayana** & Parveen, R. (2020). “Entrepreneurial Culture in India: A Comparison with the BRICS Economies”, in the 3rd International Business Conference Proceedings of Würzburg International Business Forum, organized by University of Applied Sciences, Würzburg and Beykent University, Istanbul, Turkey. ISBN: 978-975-6319-53-6, e-ISBN: 978-975-6319-52-9.

Chapter Published in Books:

1	Unit-6, Employee Training, pp. 70-82 (2012)	Human Resource Management, Prof. J.K. Sharma, VM Open University, Kota	ISBN No. 978-81-8496-316-84
2	Unit-7, Employee Development, pp. 83-94 (2012)	Human Resource Management, Prof. J.K. Sharma, VM Open University, Kota	ISBN No. 978-81-8496-316-84
3	Unit-13, Regulatory Mechanisms in Industrial Relation, pp. 349-372. (2016)	Human Resource Management, JMI by Vikas Publishing House, New Delhi	ISBN No. 978-93-5259-660-7
4	Unit-14, Dealing with Unions and Associations, pp. 373-394. (2016)	Human Resource Management, JMI by Vikas Publishing House, New Delhi	ISBN No. 978-93-5259-660-7
5	Unit-15, Industrial Democracy, pp. 395-414. (2016)	Human Resource Management, JMI by Vikas Publishing House, New Delhi	ISBN No. 978-93-5259-660-7
6	Unit-16, Grievance Handling and Discipline, pp. 415-428. (2016)	Human Resource Management, JMI by Vikas Publishing House, New Delhi	ISBN No. 978-93-5259-660-7

Research Papers Presented in Conferences:

1	Tourist Satisfaction: Antecedents & Consequences	Second Biennial International Conference "The Spirit of Entrepreneurship: Carrying forward the Agenda". 12-14 October 2007	Centre for Entrepreneurship and small business Management, MDS University, Ajmer	International
2	Relationship between Team working and Patient Satisfaction: Result from Small Hospitals in Jaipur	International Conference on "R3 Rural, Retail and Revolution". 26-27 September 2008	Faculty of Management Studies, Institute of Rural Management, Jaipur	International
3	Marketing Challenges for Micro, Small & Medium Tourism Enterprises	"Indian Civil Aviation Sector: Future Directions". 17-18 January 2009	Indian Institute of Tourism and Travel Management, Gwalior	National
4	Factors affecting Marketing of Micro, small & medium enterprise	"what's Next...?" 1 st National Conference on Marketing. 22-23 January 2010	Amity Business School, Jaipur	National

5	Management of Rural Hospital- Exploring Success	“Rural Marketing: The Changing Scenario”. 17-18 February 2010	University Commerce College, University of Rajasthan, Jaipur	International
6	A study on Pricing Strategies with special focus on revenue Management within small scale hotels of Hadoti region	Indian tourism Congress 2 nd International Conference 2010 Dubai Convention. 10-13 September 2010	Indian Tourism Congress in Academic Partnership with EAHM, Dubai and Skyline University College, Sharjah	International
7	The Psychometric study of rural Entrepreneurs in Rajasthan to determine their entrepreneurial success	63 rd All India Commerce Conference. 1-3 October 2010	Faculty of Commerce, Goa University	National
8	A study of Human Resource Management Practices in small hospitals in Rajasthan	3 rd Biennial International Conference on “Entrepreneurship in Growing Economies”. 22 January 2011	Centre for Entrepreneurship and Small Business Management, MDS University, Ajmer	International
9	Evolution of Tourism Entrepreneurship in India	10th International Conference on “Emerging Global Trends & Future Challenges in Economic Development, Accounting & Finance”. 23 January 2011	Research Foundation & Research Development Association, Jaipur	International
10	A study of Performance Appraisal in small scale hospitals	“Emerging issues in Business Management”. 4-5 March 2011	ARYA College of Engineering & IT, Jaipur	National
11	Human Resource in Tourism: Employment Creation	“Tourism and Cultural Heritage of Rajasthan: Issues and challenges”. 8-9 December 2012	Centre for Tourism and Heritage Research, Dayanand College, Ajmer	National
12	Factors affecting Tourist Satisfaction	“Tourism and Hospitality Industry: Morden State, 13Problems and Perspective”. 11-12 May 2013	Jointly organized by: Graphic Era University, Dehradun and HNB Garhwal University, Srinagar	International
13	Tourism in the age of Globalization: A case study of Indian Tour Guides	“Applications of Science and Technology for Sustaining Tourism and Hospitality Industry: Bridging Theory and	Centre for Mountain Tourism & Hospitality Studies, HNB	National

		Practice”. 28-29 November 2014	Garhwal University, Uttarakhand	
14	A case study of understanding Tourist Expectation and Perception	“Changing Scenario of Business Management & Finance in India”. 30-31 January 2014	Faculty of Commerce, S.S. Jain Subodh P.G. College, Jaipur	National
15	Corporate Governance: Expectations and Challenges	National Seminar on “The impact of Politico-Governmental Changes on the Administrative System: Expectations and Challenges in Present Perspective”. 6-7 December 2014	Department of Political Science, Jai Narain Vyas University, Jodhpur	National
16	Retention of Qualified Manager and skilled Labour in Tourism Industry	National Seminar on “Inclusive Drive Engine of Community-based Ecotourism in the Mountainous Himalayas: Guidelines, Policy Perspectives, and Development Indicators”. 27 September 2014	Centre for Mountain Tourism and Hospitality studies, HNB Garhwal University, Uttarakhand	National
17	A study of current practices of Financial Inclusion in CSR	International Finance Conclave. 28 February 2015	Centre for Management Studies, Jamia Millia Islamia, New Delhi	International
18	Role Stress in hospitality Sector: Impact of length of service on employee’s Performance.	National Conference on “Consumer Behaviour in Hospitality and Tourism Industry” in Association with Indian Council of Social Science & Research, New Delhi	Pacific Institute of Hotel Management, Pacific Academy of Higher Education and research University, Udaipur, rajasthan	National
19	Importance and Utility of Market Research in Start-ups in the context of Technopreneurs	International Conference on “Marketing in Emerging Economies”. 18 February 2016	Centre for Management Studies, Jamia Millia Islamia, New Delhi	International
20	A review of factors influencing First Generation Entrepreneurship	International Conference on “Marketing in Emerging Economies”. 18 February 2016	Centre for Management Studies, Jamia Millia Islamia, New Delhi	International
21	Tribal Tourism: A review of Challenges and Opportunities	International Seminar on “Aadiwasi Tribes of India: Challenges & Possibilities”. 9-10 August 2016	Department of Political Science, Jai Narain Vyas University, Jodhpur	International

22	A comparative study on different styles of management: A case study of India and China.	2 nd International business and finance conference, 21 February, 2018	CMS, Jamia Millia Islamia, New Delhi	International
23	Factors affecting female expatriates: A review of literature	2 nd International business and finance conference, 21 February, 2018	CMS, Jamia Millia Islamia, New Delhi	International
24	Local Residents' Perception towards Rural Tourism Development: A study of Rural Rajasthan	International conference on "Rurality, Ruralism, Rural Tourism: challenges and coping strategies". 15-17 November, 2018	Department of Tourism and Hospitality Management, Jamia Milla Islamia, New Delhi, India	International
25	Repatriate Support System: Review of Strategies, Policies & Practices	First PAN IIT International Management Conference. 30 November-2 December, 2018	Department of Management Studies, Indian Institute of Technology, Roorkee	International
26	Do India's "Best Companies to Work For" Really Worth For? An Intrapreneurial Perspective.	AGBA 16 th Annual World Conference on "Business and Entrepreneurship Development in a Globalised and Digitalised Era" 2-4 July, 2019	Academy for Global Business Advancement at Indian Institute of Technology, Delhi	International
27	Trends in Social Entrepreneurship: A systematic Review	International Conference on Volatility Uncertainty Complexity and Ambiguity in Business, 23-24 November 2019	MIET Business School, Meerut and Life Way Tech India	International
28	Self-Leadership during the Times of Pandemic- Perspectives from Management Students	Online International Conference on "New Normal- Corporate and Self-Management in Current Scenario", 17-18 June 2020	School of Management, Gautam Buddha University, Greater Noida	International
29	Assessing the Dark Side of Leadership in Different Work Sectors*	3 rd Jaipuria International Management Conference on "Envisioning Business-2030", 17-18 July 2020.	Jaipuria Institute of Management, Indore	International
30	Knowledge Transfer on Return by the Repatriates in the Indian IT Industry	3 rd Jaipuria International Management Conference on "Envisioning Business-2030", 17-18 July 2020.	Jaipuria Institute of Management, Indore	International

31	Entrepreneurial Culture in India: A Comparison with the BRICS Economies	The 3rd International Business Conference Proceedings: Small Firm Internationalisation and International Entrepreneurship, 24 - 25 September 2020	Würzburg International Business Forum, Beykent University, Istanbul, Turkey	International
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*Best Paper Award in the track Human Resource

Faculty Development Programs Attended:

S. No.	Programme Duration with Date	Organized by
1.	10 days Faculty Development Programme from 20.06.2008 to 29.06.2008	Indian Institute of Tourism and Travel Management (An organization of Ministry of Tourism, Govt. Of India)
2.	11 days Faculty Development Programme on Entrepreneurship from 15.12.2008 to 25.12.2008	National Science & Technology Entrepreneurship Development Board, Department of Science & Technology, Government of India
3.	3 weeks Orientation Programme from 15.07.2013 to 14.08.2013	Academic Staff College Jamia Millia Islamia, New Delhi
4.	Advanced Training Workshop on Case Writing and Teaching, from May 26-29, 2014	Ivey Business School, Western University Canada And International Management Institute(IMI), New Delhi, India
5.	3 weeks Refresher Programme in Commerce and Management from 09.10.2014 to 31.10.2014	Academic Staff College Jamia Millia Islamia, New Delhi
6.	Refresher course in Disaster Management (interdisciplinary) from July 20 to August 9, 2016	UGC HRDC, Jamia Millia Islamia

[SUNAYANA]