

MS. JYOTSNA

Designation: Assistant Professor

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Department of Management (MBA)

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Qualification:

Pursuing Ph.D. (Management & IT)

MBA (IT & HR)

BE (IT)

Areas of Interest: Business Analytics, Information Technology, Human Resource Management, General Management, Business Statistics, Research Methodology

Research Papers Publications:

Journal International : 0

Conference International : 7

Journal National : NIL

Conference National : 1

Book Chapters: 3

Research Papers Publications (Details)

- "The Critical Role and Repercussions of Artificial Intelligence in Commodification of the educational System " chapter published in the book "Exploring Artificial Intelligence Applications, Challenges and Future Trends", ISBN- 978-93-92586-31-6 in Dec, 23.
- "Higher Education's Position in Shaping the Workforce of the Future and the Importance of Adapting to the Digital Age" published in International Journal of Educational Reform, (Scopus Indexed Journal), ISSN- 1056-7879 in Dec, 23.
- "Micro-Credentialing on The Block-Chain: A Study of its Potential in Higher Education's Security and Identity" published in Third Concept: An International Journal of Ideas, (UGC-Care Listed Journal), ISSN: 0970-7247 in Dec, 23.
- "From Legacy to Luminary: Illuminating India's Path to Digital India through the Radiant Digitalization of Government Processes and Services" chapter published in the book "India @75: Research and Development", ISBN- 978-93-5747-321-7 in Nov, 23.
- "Incorporating Technological Progress and Competitive Disruption In India's Educational System" published in MDIM Journal of Management Review and Practice, Sage Publications: Peer Reviewed, ISSN : 2583-8768.
- "How Do Disruptive Trends Play A Role In Higher Education And How Do They Impact The Lives Of Students And The Economy of Bharat?" published in

International Education and Research Journal, International Peer Reviewed, ISSN: 2454-9916.

- **“The Perspectives Of Indian University Students Regarding Disruptive Technologies: An Empirical Study” Published In Information Technology, Education And Society, Vol. 18 No. 2, Pp. 33-52, May-2023, James Nicholas Publishers, ISSN 1037-616x (Print) / 2201-0637 (Online). <https://doi.org/10.7459/ites/18.2.04>**
- **“The Employee Experience Advantage How To Win The War For Talent By Giving Employees The Workspaces They Want, The Tools They Need, And A Culture They Can Celebrate” Published In IJMTE (International Journal Of Management, Technology And Engineering), Volume 8, Issue X, October 2018, ISSN Online Number : 2249-7455**
- **“Employee Benefits Under The Total Compensation Scheme” Published In IJMTE, Volume 9, Issue XI, November 2018, ISSN Online Number : 2249-7455**
- **“Measuring The Effectiveness Of e-HRM in Selected Service Organization” Published In Pramana Research Journal, Volume 8, Issue XII-2018, ISSN Online Number: 2249-2976.**
- **“An Empirical Study Of Jobseekers’ Intentions To Apply For Jobs Using Social Networking Sites” Chapter Published In The Book “Changing Horizons Of Indian Business” In Feb-19.**
- **“Disruptive Innovation in Higher Education: A Technological View” Paper Published In Quality Enhancement and Employability In Higher Education: A Holistic Approach International Conference Proceedings at Tecnia Institute Of Advanced Studies On 29th February, 2020.**

Papers Presented in International/National Conferences:

- **“Micro-Credentialing on The Block-Chain: A Study of its Potential in Higher Education’s Security and Identity” paper presented in 3rd Annual IIHSG International Conference 2023 organised by Interdisciplinary Institute of Human Security & Governance, Delhi, India (IIHSG) in collaboration with the Department of International Relations, University of Chittagong, Bangladesh and Centre for Field Learning, Ahmedabad, India on “Security, Identity & Global Governance: India & the World” during 16 – 17th November, 2023.**
- **“Commodification of Education: The Vitality of Exemplary Practises And Technological Disruption” paper presented in International Conference Multidisciplinary Concepts in Management (ICMCM-2023) organised by GL Bajaj Institute of Technology & Management, Department of Management Studies, Greater Noida, India in association with California State University, San Bernardino, USA held on 30th June – 1st July, 2023.**
- **“Adoption of Disruptive Technology in Indian & Foreign Universities” paper presented in International Conference Sustainable development in Commerce, Management & Technology jointly organized by Research Affairs Committee,**

Rajdhani College, University of Delhi, Indian Commerce Association, Delhi-NCR Chapter, & Pinaki Techno, India held on 26th-27th February, 2023.

- **“Education’s Disruptive Innovation: New Teaching and Learning Methodologies” paper presented in International Conference Advances in Management and Technology organized by Jaypee Business School held on 23rd-25th February, 2023.**
- **“Integrating Technical Advancement And Commercial Disruption In The Indian Education Sector” Paper Presented In ICSSR-Sponsored 8th Annual International Commerce Conference On “ भारत @ 2047: Role of Commerce And Business" at Deen Dayal Upadhyaya College, University of Delhi held on 11-12 January, 2023.**
- **“Adoption Of Disruptive Technologies Within The Education System: A Viewpoint Of Students And Faculties” Presented At International Conference “Achieving Excellence In Higher Education” Organized by Deen Dayal Upadhyaya College, Dwarka, New Delhi On Jan 4-5, 2020.**
- **“Disruptive Innovation In Higher Education: A Technological View” paper presented In International Conference on Quality Enhancement and Employability in Higher Education: A Holistic Approach at Tecnia Institute of Advanced Studies On 29th February, 2020.**
- **“Disruptive Innovation: A New Way of Teaching and Learning” Paper Presented In Times-2019 National Conference in SRM University, NCR, Kundli on 26th -27th April, 19.**
- **“Impact of e-HRM in Private Organization” Paper Presented In 3rd National Seminar on Transforming Indian Society: Role of Technology, Innovation, Entrepreneurship And Public Policy at DCRUST Murthal On 12th-13th Feb, 19.**