

# Dr. Pragya Priyadarshini Harsha

Associate Professor

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## PROFILE

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An academic and researcher with over 15 years of experience in management education, with my core research anchored in HRM, Talent Management, CSR, Financial Literacy, and Consumer Behaviour. My doctoral work and experience as a UGC Major Research Project Fellow have shaped my commitment to studying talent systems and organizational behaviour in higher education. I actively publish, review, and present in national and international forums, contributing to both scholarly discourse and applied research. Proficient in SPSS/AMOS, I integrate empirical rigor with a reflective, human-centered understanding of management phenomena.

## PROFESSIONAL EXPERIENCE

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<b>Associate Professor</b> <i>Jodhpur Institute of Engineering and Technology</i>	2025 – Present Jodhpur
<b>Assistant Professor</b> <i>Mahila P.G. Mahavidyalaya</i>	2021 – 2025 Jodhpur
<b>Online Instructor</b> <i>University of the People, California</i>	2021 – 2023
<b>Assistant Professor- Senior Scale</b> <i>Manipal University</i>	2019 – 2021 Jaipur
<b>Assistant Professor</b> <i>Mahila P.G. Mahavidyalaya</i>	2012 – 2019 Jodhpur
<b>Guest Faculty</b> <i>DMS, Jai Narain Vyas University</i>	2010 – 2012 Jodhpur

## RESEARCH

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<b>Project Fellow, UGC Major Research Project</b> <i>Talent Management Practices in Higher Education Institutions in India &amp; its Impact on Academic Excellence</i>	2010 – 2012
<b>Doctoral Research (Ph.D.)</b> <i>Practices of Talent Management in Higher Education Institutes of Rajasthan</i>	

## PROFESSIONAL ASSOCIATION

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<b>University Examiner</b> <i>Jai Narain Vyas University, Jodhpur</i> <i>Maharaja Ganga Singh University, Bikaner</i> <i>Sophia College, Ajmer</i> <i>Bikaner Technical University, Bikaner</i> <i>Lachoo Memorial College of Science &amp; Technology, Jodhpur</i>	2016 – Present
<b>Bar Council of India</b> <i>Lifetime Member</i>	
<b>Indian Accounting Association (IAA)</b> <i>Lifetime Member</i>	
<b>Indian Commerce Association (ICA)</b> <i>Lifetime Member</i>	

**Editorial Board Member**

International Journal of Human Resource & Industrial Research, ARSEAM

*International Journal of Management Science*

American Association for Science and Technology

International Journal of All Research Writings

*International Journal of Human Capital and Information Technology Professionals (IJHCITP)*

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## **RESEARCH SUMMIT/ FDP/ WORKSHOP/ INTERNSHIP**

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**National Workshop**

2022

*NAAC Sponsored Two Day National Workshop - Sangam University, Bhilwara*

Challenges before HEIs in remote areas for achieving quality improvement through Assessment and Accreditation Process

**International FDP**

2021

*Department of Management & Research Centre, Bengaluru*

Advanced Methodologies for Contemporary Research – A Pragmatic Approach

**International Research Summit (AVLOKAN)**

2021

*CMS, JAIN (Deemed to be University)*

Redefining Social Responsibility and Ethical Leadership

**International FDP**

2021

*Sinhgad Institute of Management and Computer Application, Pune*

Innovations in Techno-Management and Strategic Case Based Teaching Learning

**Online FDP**

2021

*Mahaveer College of Commerce, Jaipur*

Managing Self

**National Case Writing Workshop**

2019

*Dept. of Business Administration, JNVU*

**FDP**

2014

*IBS Business School, Jodhpur*

Towards Academic Excellence

**Summer School / Orientation**

2014

*Academic Staff College, Jai Narain Vyas University*

21-Day Summer School organized by Academic Staff College.

**Summer Internship**

2007

*Rajasthan Forward Base, ONGC Ltd, Jodhpur*

*Corporate Social Responsibility at ONGC Ltd*

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## **CONFERENCE PARTICIPATION/ PAPER PRESENTATION**

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**National Case Conference -2019**

*UGC Sponsored National Case Conference*

Developing a product by differentiating marketing strategy – A case study of Chaturbhuj Sweets in Jodhpur

**All India Accounting Conference & International Seminar -2019**

*41st All India Accounting Conference & International Seminar, Manipal University Jaipur*

Analysis of Factors affecting Decision Making Behavior of Individual Financial Investors

**Conference on Sustainable Smart Socially Responsible Organizations - 2018**

*Jaipuria Institute of Management in association with IMS Bhutan*

An Empirical Analysis of Demographic Diversity on estimated Financial Capability Score

**Conference on Excellence in Research and Education - 2018**

*IIM Indore*

Analysis of Demographic factors on Estimated Financial Literacy Score

**70th All India Commerce Conference - 2017**

*The IIS University, Jaipur*

Social Media as a Source of Recruitment: A Strategy for Talent Acquisition

**39th All India Accounting Conference & International Seminar -2016***Bangalore University*

Impact of GST on Different Stakeholders: A Brief Overview

Role of Ethical Training in Developing Quality Accounting Research Professionals

**69th All India Commerce Conference - 2016***University of Lucknow*

Scope of Tourism Development in Rajasthan

**38th All India Accounting Conference & International Seminar - 2015***UBS, Panjab University, Chandigarh*

Human Resource Accounting (HRA) Overview: An Integrated Approach of Human Resource Management and Accounting Concept

**UGC National Conference on Technology Management & Technopreneurship - 2014***FMS, Lachoo Memorial College, Jodhpur*

Impact of ICT Applications in Higher Education Institutions of Jodhpur

**National Conference - 2011***JIET Universe in Association with ONGC Ltd.*

Integrating HRM with Corporate Social Responsibility – A Panorama to Future”, National Conference on HRM Challenges in 21st Century

**UGC National Conference on Management & Accountability in Higher Education - 2011***Government College, Ajmer*

Higher Education: Issues &amp; Challenges

**UGC Sponsored International Conference on Global Financial Crisis: Challenges & Opportunities- 2011***B.N.P.G. College, Udaipur*

Managing Talent in Higher Education – A Case Study of Jodhpur

Impact on HR of Training &amp; Development in Banking Sector

**International Conference on Strategic Marketing of Consumer & Technology Products - 2010***Panjab University Regional Centre, Ludhiana*

Effect of Creative &amp; Innovative Marketing Strategies on Buying Process of Consumers of Electronic Goods – A Case Study of Jodhpur Market

**4th National Management Conference -2008***Aravali Institute of Management, Jodhpur*

Corporate Social Responsibility: Making a Difference

**Thought Leaders Inter College Paper Presentation - 2006***IRM Jodhpur & BOB Cards Ltd*

Permissible Bluffs in Advertising

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**PUBLICATIONS/ PROCEEDINGS**

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**International Journal of Global Research Innovations & Technology (IJGRIT) Vol.**

2025

**03, No.04, ISSN (Online): 2583-8717**

Application of AI integrated HRM practices

**International Journal of Innovations & Research Analysis (IJIRA) Vol. 05, No.04(I),**

2025

**ISSN(Online): 2583-0295**

Impact of AI on quality academic excellence

**Annals of Management Research, Vol. 8, No. 1, pp. 16–23. ISSN 2250 3617**

2018

Social Accounting: A Technique to Measure CSR Practices

**Uttaranchal Business Review, Vol. 7, Issue 2, pp. 103-108. ISSN 2277-1816**

2017

Social Media as a Recruitment Strategy for Talent Acquisition

**International Journal of Management & Tourism, Vol. 23(1), pp. 43–53. ISSN (print)**

2015

**1513 6485; ISSN (online) 2250 3633.**

Impact of Organizational Environment Policies of Higher Education Institutions on Retaining Talented Faculty Members

**Annals of Management Research, Vol. 1, No. 2, pp. 7–13. ISSN (print) 2250 3617; ISSN (online) 2250 3625**

2011

Importance of Human Resource Management in Achieving Customer Relations

<b>Vimars - The Journal of Management, Vol. 1 &amp; 2, ISSN 0976 5174.</b>	2011
Influence of Promotional Strategies on Consumer Buying Decision Making Process	
<b>International Journal of Finance &amp; Economic Studies, Vol. 20, pp. 147–155. ISSN 2250 3607</b>	2011
Managing Stress Managing Change	
<b>Journal of Management &amp; Tourism (IJMT), Vol. 19, No. 2, pp. 152–158. ISSN (print) 1513 6485; ISSN (online) 2250 3633</b>	2011
Creating Brand & Value of Higher Education Institution	
<b>The Indian Journal of Commerce, Vol. 64, pp. 1–12. ISSN 0019 512X.</b>	2011
Buying Behavior & Motives of Consumers	
<b>Lachoo Management Journal, Vol. 1, No. 1, pp. 7–22. ISSN 2231 0118</b>	2010
Effect of Creative & Innovative Marketing Strategies on Buying Process of Consumers of Electronic Goods – A Case Study of Jodhpur Market	

## **EDUCATION**

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<b>Ph.D. (HRM)</b>	2015
<i>Jai Narain Vyas University, Jodhpur</i>	
<b>LL.B.</b>	2011
<i>Jai Narain Vyas University, Jodhpur</i>	
<b>NET (Management)</b>	2009
<i>UGC, New Delhi</i>	
<b>MBA (HRM &amp; Marketing)</b>	2008
<i>Rajasthan Technical University</i>	
<b>B.Sc. (Biology)</b>	2004
<i>Jai Narain Vyas University, Jodhpur</i>	