



# SUNALI BINDRA

ASSISTANT PROFESSOR

## PROFILE

Sunali Bindra is currently an Assistant Professor in the Faculty of Management Studies at Marwadi University, Rajkot. She has obtained her Ph.D. from Shri Mata Vaishno Devi University, Katra, J&K. Her doctoral thesis was entitled "Knowledge as a Source for Dynamic Capability: A Study of Indian Enterprises", in the area of Strategic Management.

## EDUCATION

1. **Ph.D. in Business Strategy from Shri Mata Vaishno Devi University, Katra.**
2. **M. COM Gold MEDALIST from Jammu University (Session 2011-13) with 74.5%.**
3. **B. COM (3rd Position) From Jammu University (Session 2009-2011) with 72.21%.**
4. **B.ED. from Jammu University with 64%.**
5. **Qualified University Grants Commission National Eligibility Test (NET) for Lectureship in January-2018.**

## CONTACT

### PHONE:

91-9796872390

### EMAIL:

[dr.sunalibindra@gmail.com](mailto:dr.sunalibindra@gmail.com)  
[sunalimay6@gmail.com](mailto:sunalimay6@gmail.com)

## PUBLICATIONS

1. Bindra, S., Sharma, D., Parameswar, N., Dhir, S. and Paul, J., 2022. Bandwagon effect revisited: A systematic review to develop future research agenda. *Journal of Business Research*, 143, pp.305-317 (ABDC-A).
2. Bhardwaj, R., Srivastava, S., Bindra, S. and Sangwan, S., An ecosystem view of social entrepreneurship through the perspective of systems thinking. *Systems Research and Behavioral Science*. (ABDC-A).
3. Sharma, D., Taggar, R., Bindra, S. and Dhir, S., 2020. A systematic review of responsiveness to develop future research agenda: a TCCM and bibliometric analysis. *Benchmarking: An International Journal*. (ABDC-B).
4. Bindra, Sunali, Rohit Bharadwaj, and Saurabh Srivastava. Role Of Employee Motivation and Top Management Support in Embedding Innovation as A Response to Changing Markets: A Dynamic Capability Perspective. *Academy of Marketing Studies Journal* 25 (2021): 1-6 (ABDC-B).
5. Bhardwaj, R., Bindra, S. and Srivastava, S., 2021. Sustainability Through the Lens of Dynamic Capability: A Histogramic Analysis. *Academy of Marketing Studies Journal*, 25, pp.1-6 (ABDC-B).
6. Bindra, S., Parameswar, N. and Dhir, S., 2019. Strategic management: The evolution of the field. *Strategic Change*, 28(6), pp.469-478 (ABDC-C).
7. Bhardwaj, R., Srivastava, S., Taggar, R. and Bindra, S., 2021. Exploring micro-foundations of dynamic capabilities for social enterprises. *Social Enterprise Journal*. (ABDC-C).
8. Bindra, S., Srivastava, S., Sharma, D. and Oongsakul, V., 2020. Reviewing knowledge-based dynamic capabilities: perspectives through meta-analysis. *Journal for Global Business Advancement*, 13(3), pp.273-295 (SCOPUS).
9. Bindra, S., Sharma, D., Achhnani, B., Mishra, HG. and Oongsakul, V., 2022. Critical Factors For Knowledge Management Implementation: A TISM Validation. *Journal for International Business and Entrepreneurship Development*. (Accepted) (SCOPUS).
10. Sharma, D., Bindra, S., Taggar, R., Dhir, S. and Khoa, T.T., 2020. Mapping responsive retailing to identify future research trajectories. *Journal for Global Business Advancement*, 13(5), pp.584-604. (SCOPUS).
11. Sharma, D., Taggar, R., Bindra, S. and Dhir, S., 2020. Retailer responsiveness: a total interpretive structural modelling approach. *Journal for Global Business Advancement*, 13(3), pp.336-358 (SCOPUS).

## Professional Association:

Indian Academy of Management (INDAM)  
Academy for Global Business Advancement (AGBA)

## Conferences/Workshops/Seminars/FDPs

1. Attended an FDP at Ahmedabad Management Association workshop entitled “Facilitating Learning through Simulation Games” under the guidance of Prof. Chandramauli Pathak and Dr. Francis Lobo), organized by AMA on 23<sup>rd</sup> April, 2022.
2. Attended INDAM 2022 workshop entitled “Introduction to PLS-SEM using Smart PLS” under the guidance of Prof. Christian M. Ringle (Hamburg University of Technology, Germany), organized by INDAM from 21-22<sup>nd</sup> March, 2022.
3. Presented a paper entitled “Examining the Impact of Knowledge Based Dynamic Capability on Innovation Based Performance: Moderating role of Market Dynamism” in the Global Conference on Innovations in Management and Business 2021, organised by NIT, Warangal, from 27<sup>th</sup> and 28<sup>th</sup> July, 2021.
4. Presented a paper entitled “Knowledge and Dynamic Capabilities: Using Bibliometric Analysis for Setting Future Research Agenda” in the international conference, organised by Academy of Global Business Advancement, IIT New Delhi, from 2-4 July, 2019.
5. Presented a paper titled “Dynamic capability & Knowledge Management: A Relation” in One Day National Seminar on Contemporary Practices and Trends in Business, Management and Society held on 21<sup>st</sup> May, 2018 at SMVDU, Katra.
6. Presented a paper entitled “Comprehensive review of dynamic capabilities and financial performance using Scientometrics analysis” in the international conference, organised by Jagannath International Management Institute, Vasant Kunj, on April 5, 2019.
7. Presented a paper entitled “A study of Dynamic Capabilities in Social Enterprises” in the One Day Doctoral Conclave held on 18<sup>th</sup> September, 2018 at SMVDU, Katra.
8. Presented a paper entitled “Knowledge Management: A key to organizational learning in a Dynamic Capability framework” in the International Conference on Economic Growth and structural Changes: Trends, Pattern and Policies held on 23-24<sup>th</sup> February, 2018 at SMVDU, Katra.
9. Presented a paper entitled “The market crisis response of a brand: Case of repositioning of Maggi” held in Banaras Hindu University on 7-8 April, 2018.
10. Presented a paper titled “Case of repositioning of Maggi: The market crisis response of a brand” in Punjab University Campus, Chandigarh on 15<sup>th</sup> April, 2018.
11. Attended five-day workshop on “Research Methodology”, organized by the School of Business, SMVDU on 8<sup>th</sup> -12<sup>th</sup> October, 2018.
12. Presented a paper entitled “Organization’s skill to survive in the dynamic environment: A general Overview” in the national conference entitled “Emerging Trends in Entrepreneurship, Business Management and Social Sciences”, organised by Amity University, Gwalior, on October 16, 2018.
13. Attended Case Study workshop under the guidance of Prof. Abhinandan Jain (IIM Ahmadabad), organized by the School of Business, SMVDU on 24-25<sup>th</sup> March, 2018.
14. Presented a paper entitled “Knowledge Management Practices in Indian Organizations: A case of Indian Service Sector” in the International Case Study Conference (INCSC) held from 11-13 December, 2017 at SMVDU, Katra.

### Professional References:

**1) Dr. Sanjay Dhir**, Associate Professor, Department of Management Studies, IIT New Delhi. Ph- 8587954801 email- [sanjaydhir.iitd@gmail.com](mailto:sanjaydhir.iitd@gmail.com)

**2) Dr. Nakul Parameswar**, Assistant Professor, IIT Hyderabad. Ph- 7503995903 email- [nakuliitd@yahoo.in](mailto:nakuliitd@yahoo.in)

**3) Dr. Hari Govind Mishra**, Associate Professor, Shri Mata Vaishno Devi University, Katra Ph- 9149915460 email- [hgmishra@smvdu.ac.in](mailto:hgmishra@smvdu.ac.in)