

Dr. Irbha Magotra
+(91)- 9650022578, 9419100370
Gurugram
Email : imagotra0910@gmail.com

CAREER OBJECTIVE

Focused on providing innovative, challenging yet interesting educational environment to students. Involved in continuous learning and ensuring the dispersal of the same to students. Adroit at learning new concepts quickly, working well under pressure and communicating ideas clearly.

PROFESSIONAL SUMMARY

- 1+ year of experience in FairField Institute of Management and Technology, New Delhi as **Assistant Professor**, Department of Management.
- **Ph.D.** from Shri Mata Vaishno Devi University, Katra, J&K
- Having 3 years of corporate experience in **HR profile**.
- Strong academic background and sound knowledge of computer application with an urge to learn and apply.
- A conscientious human with good communication and interpersonal skills.
- Exceptionally well organized with a track record that demonstrates self-motivation, creativity and initiative to achieve both personal and corporate goals.

ACADEMIC QUALIFICATIONS

Doctorate	Shri Mata Vaishno Devi University, Katra, J&K	2012-2015
MBA(BE) [HR & Marketing]	Shri Mata Vaishno Devi University, Katra, J&K	9.33 (CGPA) (2010)
BBA	Govt. S.P.M.R College of Commerce, Jammu	78.90% (2008)
XII [Commerce]	Govt. Girls Hr. Sec. School, Jammu	84%(2005)

RESEARCH CREDENTIALS

Doctoral Research Topic: Dimensions of Technological Changes and Customer Value Analysis: A Study of Banking Sector in India.

Supervisor : Dr. Jyoti Sharma and Dr. Supran Kumar Sharma, Associate Professor, School of Business, College of Management, SMVDU, Katra, J&K.

Research Papers Published

- **Magotra, I.**, Sharma, J. and Sharma, S. K. (2019), "Adoption of self-service technologies among customers in banks: A revisit", *International Journal of Applied Management and Technology*, 18(1), 67-72. (ABDC listed Journal)
- **Magotra, I.**, Sharma, J. and Sharma, S. K. (2018), "Investigating linkage between customer value and technology adoption behaviour: A study of banking sector in India", *European Research on Management and Business Economics*, Vol. 24, No. 1, pp. 17-26. (s.no. 240, journal no. 28924, issn 24448834; indexed in Scopus).

- Sharma, J., Sharma, S. K. and **Magotra, I.** (2017), "Determinants of technology adoption propensity of customers: An application of ordered logit approach", *IIMS Journal of Management Science*, Vol. 8, No. 1, pp. 29-51. (Refereed) (ISSN: 101 (Refereed) (ISSN: 0976-030X).
- **Magotra, I.** (2016), "Tracing Stress Symptoms: An Empirical Study of Manufacturing Industry", *Journal of HRM*, Vol. XIX, No. 2, pp. 44-55. (Refereed) (ISSN: 2453-7683).
- **Magotra, I.**, Sharma, J. and Sharma, S. K. (2016), "Assessing personal disposition of individuals towards technology adoption", *Future Business Journal (Elsevier)*, Vol. 2, No. 1, pp. 81-101 (Refereed) (ISSN: 2314-7210). (s. no. 378, Journal no. 63085)
- **Magotra, I.** (2016), "Mobile banking adoption: A study of customers in India", *International Journal of Management, Knowledge and Learning*, Vol. 5, No. 2, pp. 245-261(Refereed) (ISSN: 2232-5107).
- **Magotra, I.** (2016), "Status of internet banking adoption among customers: a case from India", *Asian Journal of Managerial Science*, Vol. 5, No. 2, pp. 1-7 (Refereed) (ISSN: 2249- 6300). (s. no. 1, journal no. 45763, inderscience publishers)
- **Magotra, I.** (2016), "Why employees remain silent: A study on service sector", *International Journal of Science, Technology and Management*, Vol. 5, No. 5, pp. 196-202 (ISSN: 2394-1537).
- **Magotra, I.** and Sharma, S. (2015), "Developing HR as core competency: An approach for gaining competitive advantage", *Pacific Business Review International*, Vol. 7, No. 12, pp. 101-107. (Refereed) (ISSN: 0974-438X) (Impact factor: 1.064).
- **Magotra, I.**, Sharma, J. and Sharma, S. K. (2015), "An empirical assessment of usage of SSTs among customers in India", *Effective Management*, Vol. 32, No. 1, pp. 33-43 (Refereed)(ISSN: 2278-6740).
- **Magotra, I.**, Sharma, J. and Sharma, S. K. (2015), "Technology adoption propensity of the banking customers in India: An insight", *International Journal of Management, Accounting and Economics*, Vol. 2, No. 2, pp. 111-124. (Refereed) (Indexed in RICeST, EBSCO HOST, ULRICHSWEB, J-Gate, CiteFactor, Sjournal Index, SIS) (ISSN: 2383-2126).
- **Magotra, I.** and Sharma, J. (2014), "Behavioural symptoms portraying stress: An empirical study of Jammu region", *Business Management*, Vol. 1, pp. 460-468. (Refereed)
- **Magotra, I.** and Sharma, J. (2013), "Employee absenteeism in manufacturing industry of Jammu: An analysis of precursors", *International Journal of Information, Business and Management*, Vol. 5, No. 2, pp. 175-193. (Refereed) (Indexed in EBSCO, DOAJ, ProQuest, IndexCopernicus, Open J-Gate) (SJIF = 3.91, UIF = 4.8) (ISSN: 2076-9202; print, ISSN: 2218-046X; online).
- **Magotra, I.** and Sharma, J. (2013), "Probing awareness level of contract labour: A study of Jammu region", *Proceedings of 55th Annual Conference of Indian Society of Labour Economics*, pp. 62-64. (extended abstract)

- **Magotra, I.** and Sharma, J. (2013), “An exploration of relationship between wages and labour productivity of India manufacturing industry”, *Golden Jubilee Conference of The Indian Econometric Society (TIES) And Valedictory Celebrations of Indira Gandhi Institute of Development Research (IGIDR)*, pp. 51. (abstract)

Papers Presented in Conferences/Seminars

- Magotra, I. and Gupta, S. (2017), “Decision to purchase organic product: An empirical insight” 70th All India Commerce Conference of ICA at The IIS University, Jaipur from 12th –14th October, 2017.
- Magotra, I. (2017), “Exploring workplace negativity: An insight into determinants”, Acumen – 2017 International paper presentation on Changing Business Environment: Challenges Ahead at Dr. Ambedkar Institute of Management Studies and Research, Nagpur on 7th October, 2017.
- **Magotra, I.** (2017), “Status of technology usage in banking operations”, International Conference on Innovative Concepts in Commerce, Management and Computer Science in Pune on 13th -14th January, 2017.
- **Magotra, I.** (2016), “Why employees remain silent: A study on service sector”, International Conference on Innovative Trends in Science, Engineering and Management presented in International Conference Centre YMCA, New Delhi on 27th May, 2016.
- **Magotra, I.** and Sharma, J. (2014), “Behavioural symptoms portraying stress: An empirical study of Jammu region” presented in the 6th Annual National Conference on Business and Management scheduled at the Haryana Business School on 06th-07th February, 2014.
- Sharma, J. and **Magotra, I.** (2013), “Relationship between productivity of workers and wages: A study on manufacturing sector of India” presented in the Golden Jubilee (50th) Annual Conference of the Indian Econometric Society (TIES) held at Indira Gandhi Institute of Development Research (IGIDR), Mumbai from 22th-24th December, 2013.
- **Magotra, I.** and Sharma, J. (2013), “Probing awareness level of contract labour: A study of Jammu region” presented in the 55th Annual Conference of Indian Society of Labour Economics held at JNU, New Delhi from 15th-17th December, 2013.
- Sharma, S. K., Sharma, S. and **Magotra, I.** (2013), “Corporate social responsibility and the organizations: An empirical analysis of the manufacturing organizations of Jammu region” presented in the National Conference Preparing next generation leadership: A futuristic Agenda at Central University of Jammu on 22nd-23rd November, 2013.
- **Magotra, I.** and Sharma, J. (2013), “Revitalising human resources against meltdown: A study of banks of Jammu region” presented in one day national conference on Contemporary Issues in Business with reference to Global Economic Meltdown sponsored by University Grants Commission at Shri Mata Vaishno Devi University, Katra, J&K on 29th March, 2013.
- **Magotra, I.** and Sharma J. (2012), “Antecedents of absenteeism: A study of Jammu region” presented in the International Conference of Management and Behavioural Sciences organized

by Society of Technical and Management Professionals at New Delhi organized on 3rd June, 2012.

Workshops Attended

- Attended workshop entitled “3 Days Course on Research Methodology for Ph. D Students” sponsored by Indian Council of Social Science Research organized at Shri Mata Vaishno Devi University, Katra from 28th November-30th November, 2012.
- Attended Two week Faculty Development Programme entitled “Applications of Econometrics and Time Series Techniques in Business” sponsored by AICTE organized at Shri Mata Vaishno Devi University, Katra from 20th May-2nd June, 2013.
- Attended One week workshop entitled “Basic Econometrics” in sponsored by The Indian Econometric Society, New Delhi at Shri Mata Vaishno Devi University, Katra from 3rd-8th March, 2014.

Expert Lectures Delivered

- Training Session on ‘Understanding Entrepreneurship through Business Games’ at Government Degree College for Women, Parade organized by MSMEDI, Jammu on 3rd October, 2013.
- Training Session on ‘Ideation and Role of Innovation in Business’ at Maya Infotech, Jammu organized by MSMEDI, Jammu on 2nd September, 2012.
- Training Session on ‘Understanding Entrepreneurial Qualities through Success Stories’ at ICES Polytechnic College, Jammu organized by MSMEDI, Jammu on 18th September, 2012.
- Training Session on ‘Relevance of Entrepreneurship Qualities in Business Success’ at Government College for Women, Parade, Jammu organized by MSMEDI, Jammu on 29th September, 2012.

CORPORATE CAREER

Punit Business Networking Pvt. Ltd. Jammu (August 2011 – November 2013)

Assistant Manager - HR

Punit Business Networking Pvt. Ltd. based out Jammu is a private organization which deals IT products with 200+ employees.

Worked as **Assistant Manager - HR** for Punit Business Networking Pvt. Ltd. Jammu from August, 2011 to November, 2013 and handle all HR activities including recruitment, training and development, Employee engagement activities and exit interviews. Also pursuing Ph.d in College of Management in SMVD University and working on human resource management area.

WaterHealth India Pvt. Ltd. Hyderabad (October 2010 – August 2011)

Senior Executive - HR

WaterHealth India Pvt. Ltd. based out of Hyderabad is a subsidiary of WaterHealth International, California, focused on rural marketing (1200+ Employees in India and 200+ employees in US).

Worked as **Senior Executive** HR and handled recruitment, training and development, employee engagement activities, background verifications, exit interviews and various employee surveys.

IMPERATIVE CREDENTIALS

- ❖ Qualified UGC JRF Net (2009) in the first attempt.
- ❖ **Gold Medalist** in XIIth Commerce in Jammu region, BBA & MBA.
- ❖ 1st prize winner of case study competition, business plan and product promotion in Manifest 2009 held at Doon Business School, Dehradun.
- ❖ Learned SPSS, PROWESS software package specially designed for management students.
- ❖ Participant in various **seminars** and cultural programs.
- ❖ Won prizes in Debates, Dramas, Skit, and Mime etc...
- ❖ Presented papers at the seminars.

PERSONAL VITAE

Date of birth	:	9 th October 1987.
Language proficiency	:	English, Hindi, Dogri.
Interests	:	Music & Dance, widening social circle, learning
Marital status	:	Married

REFERENCES

Dr. Jyoti Sharma, Associate Professor, Shri Mata Vaishno Devi University. Mob: 9419156704
Dr. Supran K. Sharma, Associate Professor, Shri Mata Vaishno Devi University. Mob: 9419165690
Dr. Shweta Gupta, Assistant Professor, FIMT College, New Delhi. Mob: 8130102888

Dated: 20 December, 2021

(Dr. Irbha Magotra)