



School of Business Studies

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Academic Profile:

- MBA
- MA (Eco.)
- PhD.
- Diploma Labour Law

Research Interests:

- Human Resource Management
- Organisational Behaviour
- Strategic Management

Select Publications:

1. Emerging Trends in Tourism Vol II Edited Book based on the research papers and deliberations during the 1st and 2nd SAP- DRS Conference on Tourism Primus Publication,(Royalty received for year 2013)
2. Innovative Tourism And Sustainable Development: Issues and Challenges, Ashok Aima, Parikshat S. Manhas, Jaya Bhasin(2012), Kanishka Publishers, New Delhi, ISBN 978-81-8457-371-8
3. Tourism Destination Management: Strategic Practices and Policies, Ashok Aima, Parikshat S. Manhas, Jaya Bhasin(2012), Kanishka Publishers, New Delhi, ISBN 978-81-8457-370-1
4. Contemporary Trends in Tourism and Hospitality Management, aima ashok, Chauhan, V. Bhasin, J. ISBN- 978-938060-77-26, 2014
5. Bhasin, J& Gupta, M Talent Management JIMS Journal ISBN No. 81-7188-021-5
6. Bhasin, J.& Rasool, G.,HR Intelligence: A Challenge for Organisations Management Challenges in the New Era- Strategies for Success Eds., Rahela Farooqi, Saif Siddiqui ISBN: 978-93-83842-08-7, Excel Publication, New Delhi2014
7. Bhasin, J& Gupta, M.,“Talent Management: A tool for attaining competitive advantage in IT sector.”, Global Journal of Finance & Management , ISSN 0975-6477, November, 2012
8. Bhasin, J& Gupta, M Intangible Organisational Elements and Organisational Performance: A Scenario of Indian It Sector JNU Journal, Global Journal of Management Vol. 15 no.7, ISBN No.0975-6477 dated 2013