

## **BRIEF RESUME**

### **Prof. Jaya Bhasin**

Deptt. of Human Resource Management & Organisational Behaviour  
School of Business Studies, Central University of Jammu  
Shastri Nagar, Jammu – 180004  
(+91) 01923- 249635 (O), (+91) 9419124844, 9906028091, 7006199806 (M)  
**Email:** bicuj2017@gmail.com, [jayabhasin@gmail.com](mailto:jayabhasin@gmail.com)

**Educational Qualification :** M.B.A. (H.R/Marketing), M.A (Economics)  
P.G.D.L.L, B.Ed., N.E.T. (Management), PhD (Management)

**Present Profile :** Professor (**w.e.f. 01-08-2016 onwards**) and  
Head, D/O Human Resource Management & OB (18-04-2015)  
Dean, School of Business Studies, Central University of Jammu  
(24<sup>th</sup> September 2018 onwards)

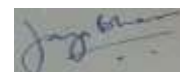
### **Academic Administration:**

#### **Current Academic/Administrative Positions at Central University of Jammu:**

- ✓ **Dean**, School of Business Studies **w.e.f.** 24-09-2018 onwards
- ✓ **Director**, DIQA, Central University of Jammu **w.e.f.** 2016 onwards
- ✓ **Anti-Discrimination Officer**, Central University of Jammu **w.e.f.** 29-09-2020
- ✓ **Principal**, Community College, Central University of Jammu **w.e.f.** 5-11-2019

### **Memberships/Nomination in Academic Bodies:**

- ✓ Member, University Court, Central University of Jammu w.e.f. 2017 onwards
- ✓ Member Executive Council Central University of Jammu w.e.f. 2015 onwards
- ✓ Member Academic Council, Central University of Jammu w.e.f. 2015 onwards
- ✓ Member Academic Council, National Resource Centre-HRM, 9<sup>th</sup> August 2018
- ✓ Member Board of Research Studies, Central University of Jammu, 2016 onwards
- ✓ Chairperson, School Board, School of Business Studies, 24<sup>th</sup> September 2018
- ✓ Chairperson, Board of Studies, Department of HRM & OB, 18-04-2015 onwards
- ✓ Chairperson, Board of Studies, Department of TTM, 21<sup>st</sup> July 2016 to 14-09-2021
- ✓ Member, School Board, School of Business Studies, w.e.f. 2014-18
- ✓ Member, Board of Studies, Department of HRM & OB, w.e.f. 2013-15
- ✓ Chairman, Board of Studies, B.Voc (Retail Management), 2015 onwards
- ✓ Chairman, Board of Studies, B.Voc (TM), 21-07-2016 to 14-09-2021
- ✓ Chairman, Board of Studies, B.Voc (BFS), 2017 onwards
- ✓ Chairperson, Gender Sensitization Committee Against Sexual Harassment 31-10-2018 onwards
- ✓ Chairperson, University Business Incubation Centre, August 2015 to November 2021
- ✓ Chairperson, Board of Studies, Retail Management, Community College, w.e.f. 06-11-2019 onwards
- ✓ Chairperson, Board of Studies, Tourism Management, Community College w.e.f. 06-11-2019 onwards
- ✓ Chairperson, Board of Studies, , Beauty and Wellness, 2020 onwards
- ✓ Member Board of Studies, Beauty and Wellness Community College, 2015-18



- ✓ Member, University Planning Board, 3<sup>rd</sup> July 2020 onwards
- ✓ Member, University Building Committee w.e.f. 29-10-2019 onwards
- ✓ Member-Secretary, Board of Management, Community College, 29-09-2020 onwards
- ✓ Member-Secretary, DIQA, Central University of Jammu, 2017 onwards

#### **Previous Academic/Administrative Positions at Central University of Jammu:**

- ✓ **I/C Vice Chancellor**, Central University of Jammu w.e.f. 27-01-2020 to 29-01-2020
- ✓ **Head**, D/O Tourism and Travel management (21-07-2016 to 14-09-2021)
- ✓ **Procter**, Central University of Jammu w.e.f. September 2014-June 2016
- ✓ **Director**, IQAC, Central University of Jammu w.e.f. July 2014-2016
- ✓ **Head**, Department of Marketing and Supply Chain Management, January 2016- 20 July 2016

#### **Academic pursuits:**

**Work Experience:** i) Teaching: 20+      ii) Research: 13+      iii) Corporate: 05

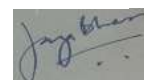
#### **Sponsored Research/Consultancy Projects/Training Programmes:**

##### **Select Research Projects (Major/Minor)/Programmes**

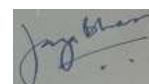
- **Dr. Jaya Bhasin** and Dr Shahid Mushtaq received Grant of Rs 2,50,909/- for Research Project titled “**Enumeration and Valuation of the Economic Impact of Female Labour in the Hills**” for collaborative study Consortium of Central Universities in Himalayan States (CCUH) (Total Grant Sanctioned:10000000), NITI Ayog (January/March, 2021)
- **Dr. Jaya Bhasin** and Dr. Shahid Mushtaq received grant of **Rs. 10,00, 000/-** for Project titled “**A Study of Cross-Cultural Intelligence and Well Being among International students in India**” under **Research Programme** from Indian Council for Social Science Research (ICSSR) for the year 2017-18 (F.No. Gen-25/2017-18/ICSSR/RP Dated: March 27, 2018)
- **Dr. Jaya Bhasin** and Dr Shahid Mushtaq received Grant of **Rs.14,70,000/-** released by AICTE for discipline specific national resource centre in Human Resource Management discipline under PMMMNMTT scheme for conducting online refresher course for faculty members under SWAYAM scheme(F.No 40-49/AICTE/SWAYAM//GRANT/CUJ/06/2018 Dated: 22-10-2018) sanctioned by MHRD,GOI vide order No. 8-26/2014-TEI Dated 28 September 2018.
- Dr. Shahid Mushtaq, **Dr. Jaya Bhasin** and Dr. Neelika Arora received Small Project Grant of **Rs 40,000/-** from National Council for Rural Institutes for Project titled “**Exploring Potential for Entrepreneurial Development in Rural India: A Case Study of Kishtwar District in Jammu and Kashmir**” (F.No. PR-30/NCRI/SRP/2018 Dated: 02/05/2018).
- **Dr. Jaya Bhasin**, Dr. Neelika Arora and Dr. Shahid Mushtaq, “**Scouting Entrepreneurial Intentions Of Post Graduate Students Vis-A-Vis Make In India Campaign**”, Central University of Jammu, 2016
- Prof. Ashok Aima, Dr. Shahid Mushtaq and **Dr. Jaya Bhasin** received grant of **Rs.12, 00,000/-** for consultancy project on “**Living and Working Conditions of Artisans of Registered Crafts in J&K**” sponsored by M/O Textile, GOI (N0. K-12012/4/59/2015-16/R&D dated 04-06—2015)

##### **Consultancy Projects/Training Programmes:**

- Dr. Shahid Mushtaq and **Dr Jaya Bhasin** received Grant of Rs 80,000 from National Commission for Women(NCW) for ‘Promotion of Work for Housewives: Career Counselling Sessions for Home Makers’ (F.No 5-1/16/2021-22/WW & CB (NCW) Dated 06-07-2022



- Grant of Rs 8,00,000 for Capacity Building Programme entitled Two Week Capacity Building Programme on **Research Methodology for Social Science Faculty for the academic year 2022-23** (F.No 10-1/CBP/GEN/2022-23/TCB Dated 23-05-2022)
- **Dr. Jaya Bhasin** and Dr. Shahid Mushtaq received Grant of Rs 1,22,34,690 for Capacity Building Project on Employability Training, D/O HE, UT of JK (February 2021)
- **Dr. Jaya Bhasin** and Dr. Shahid Mushtaq received Grant of Rs 44,03,520 for Tribal Youth Engagement Project Phase-I under Centrally Sponsored Scheme Special Central Assistance to Tribal Sub-Scheme, Tribal Affairs Department, Govt. of Jammu and Kashmir, (22<sup>nd</sup> December 2021)
- Dr. Shahid Mushtaq and **Dr. Jaya Bhasin** received an International Collaborative Project between Central University of Jammu, Jammu and Ball State University, USA on **“Leadership through Sports Program for Jammu and Kashmir”** under US Mission India Public Diplomacy Grants Program, US State Department (Ball State University: Dr. Lindsey Blom, Dr. Lawrence Gerstein, Dr. Lawrence Judge, and Prof. Sushil Sharma), **August 2018 (13900 USD)**
- Dr. Shahid Mushtaq, **Dr. Jaya Bhasin** and Dr. M. N. Khan received Grants of Rs 15,87,400/- for Capacity Building Consultancy Project on **“Skill Enhancement of Vocational Trainers” Indus Edutrain Private Limited**, (No. IEPL/2018-19/VT-TRG/JK/02 Dated: 20<sup>th</sup> April, 2018)
- Dr. Shahid Mushtaq and **Dr. Jaya Bhasin** received grant of **Rs.02, 50,000/-** for organizing Faculty Development Programme (FDP) under DST-NIMAT Project from Entrepreneurship Development Institute of India (**EDII/DST-NIMAT/18-18/086 Dated 03-07-2018**)
- **Dr. Jaya Bhasin** and Dr. Shahid Mushtaq received grant of **Rs.01, 00,000/-** for organizing Entrepreneurship Awareness Camps (EAC) under DST-NIMAT Project from Entrepreneurship Development Institute of India ( **EDII/DST-NIMAT/18-19/083 Dated 03-07-2018**)
- **Dr. Jaya Bhasin** and Dr. Shahid Mushtaq received grant of **Rs 3,00,000/-** for conducting the AICTE-ISTE Induction/Refresher Programme on **“Scale Development for Faculty Members and Scholars”** (ISTE/AICTE-ISTE FDP-1-3361171701/2018 Dated 12 March 2018)
- Dr. Shahid Mushtaq and **Dr. Jaya Bhasin** received grant of **Rs.02, 50,000/-** for organizing Faculty Development Programme (FDP) under DST-NIMAT Project from Entrepreneurship Development Institute of India (**EDII/DST-NIMAT/17-18/0060 Dated 26-04-2017**)
- **Dr. Jaya Bhasin** and Dr. Shahid Mushtaq received grant of **Rs.1, 00,000/-** for organizing Entrepreneurship Awareness Camps (EAC) under DST-NIMAT Project from Entrepreneurship Development Institute of India ( **EDII/DST-NIMAT/17-18/0064 Dated 26-04-2017**).
- **Dr. Jaya Bhasin** and Dr. Shahid Mushtaq received grant of **Rs.9,70,000/-** for organizing National conference on **“Destination Branding and Competitive Positioning”** during 6<sup>th</sup>-8<sup>th</sup> September, 2018, from M/O Tourism, GOI (F.No 24 (7)/2018-MRD Dated: 08-06-2018).
- Dr. Shahid Mushtaq and Dr. **Jaya Bhasin** received grant of **Rs.09, 40,000/-** for organizing National Conference on **“Silk Route Tourism: The Revival of Tributaries of Cultural and Archaeological Heritage”**, 4<sup>th</sup> -6<sup>th</sup> May 2017 from M/O Tourism, GOI
- Dr. Shahid Mushtaq and **Dr. Jaya Bhasin** received grant of **Rs. 50,000/-** for organizing training programme on **“Post Harvest Technology and Marketing Strategies for Horticulture Produce”** from Department of Horticulture, Planning and Marketing, Jammu, March, 2017.
- Dr. Shahid Mushtaq and **Dr. Jaya Bhasin** received grant of **Rs.05, 00,000/-** for organising Workshop on **“Effective Managerial Skills for Registered Artisans of J&K”** at Ladakh sponsored by M/O Textile, GOI (N0. K-12012/4/124/2015-16/R&D/10 dated 13-05—2016).



- **Dr. Jaya Bhasin** and **Dr. Shahid Mushtaq** received grant of **Rs.05, 00,000/-** for organising Workshop on “**Effective Managerial Skills for Registered Artisans of J&K for SC Category Artisans**” sponsored by M/O Textile, GOI (N0. K-12012/4/125/2015-16/R&D/98 dated 31-05—2016).
- Dr. Shahid Mushtaq and **Dr. Jaya Bhasin** received grant of **Rs.02, 00,000/-** for organizing awareness on “**Intellectual Property Rights** under NMCP programme M/O MSME, GOI (F.No. 26 (6) (620)/2015-16/IPR dated 09-05-2016)
- Dr. Shahid Mushtaq and **Dr. Jaya Bhasin** received grant of **Rs.02, 00,000/-** for organising National Workshop on “**Intellectual Property Rights: Intellectual Property Rights: Implementation and Enforcement**” under Intellectual Property Rights Awareness Programme in E&IT Sector Department of Electronics & Information Technology, Ministry of Communications & Information Technology, 14<sup>th</sup> – 15<sup>th</sup> January 2016 (No. 3055418 dated 05-01-2016) Deity/IPR/10 (70)/2015 dated 07-01-2016
- Dr. Shahid Mushtaq and **Dr. Jaya Bhasin** received grant of **Rs.05, 00,000/-** for organising Workshop on “**Effective Managerial Skills for Registered Artisans of J&K**” at Jammu sponsored by M/O Textile, GOI (N0. K-12012/4/8/2015-16/R&D dated 24-09—2015).

#### **Fellowships/Awards**

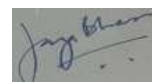
- AWARD OF ARIF GRANT- 2021-22, under AIMS Research & Innovation Fellowship Grant (ARIF), Association of Indian Management Schools (AIMS), Hyderabad, (8<sup>th</sup> August 2021)
- Awarded fellowship 2011-12, Shastri Indo Canadian Institute New Delhi, 4Weeks, \$ 3600 CAD, under Faculty Research Program, for Research on HRD Framework for efficient Energy Environment Management Systems
- Research Paper on “Human Resource Systems and Organizational Effectiveness: A study of Rural Banking in J&K” at Newcastle University, Northumbria, UK on 10-12 June, 2009 ( Abstract Published) ( Paper Published in Proceedings) won Allan Moore Memorial Prize, 2009.
- Maharana Fateh Singh Award for Merit in Secondary School Examination, 1993
- Certificate from Ministry of HRD For Merit in Secondary School Examination, 1993
- Third Position at Meera Girls College at Graduation, 1998
- Fourth Position at B.A., Mohan Lal Sukhadia University, Udaipur( Raj), 98
- First Position at Post Graduate Diploma Labour Law, Mohal Lal Sukhadia University, 2000

**Research Supervision:** 08 PhD Awarded (2014, 2015, 2017, 2019, 2020, 2021) and 07 P.hD (Under Progress)  
05 M.Phil awarded (2015, 2016, 2017, 2018)

**Books & Research Publications:** Authored/Co-authored 07 books and over 50 research papers published in national & international Journals/edited books:

#### **Books:**

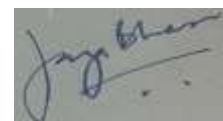
- **Bhasin, J & Mushtaq, S.** (2017) Silk Route Tourism (2017) The revival of Tributaries of Cultural and Archaeological Heritage, Indu Book Services, New Delhi **ISBN: 9789386754189**
- **Bhasin, J & Mushtaq, S.** (2016). Legal Aspects of People Management, Bharti Publication, New Delhi **ISBN: 9789385000645**
- Aima, A., Chauhan, V., & **Bhasin, J.** (2013). Contemporary Trends in Tourism and Hospitality Management, Primus Books, New Delhi, **ISBN: 9789380607726**



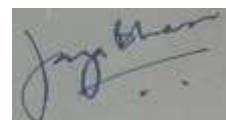
- Aima, A., Manhas, P. S. & **Bhasin, J.** (2012), Tourism Destination Management: Strategic Practices and Policies, Kanishka Publishers, New Delhi, **ISBN: 9788184573701**
- Aima, A., Manhas, P. S. & **Bhasin, J.** (2012), Innovative Tourism and Sustainable Development: Issues and Challenges, Kanishka Publishers, New Delhi, **ISBN: 9788184573718**
- Aima, A., Chauhan, V., & **Bhasin, J.** (2011), Emerging trends in Tourism, Excel Publications, New Delhi, **ISBN: 9788174469434**
- **Bhasin, J.** (2010). Human Resource Systems and Organisational Effectiveness- An Integrated Framework. Excel Publications, **ISBN: 9788174469326**
- Aima, A, **Bhasin, J** & Mushtaq, S. (2018). Living and Working Conditions of Artisans of Registered Crafts in Jammu and Kashmir

#### **Papers Publications: International/National: 50+**

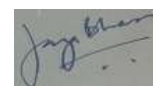
- A. Ali, A Aima, **J Bhasin**, RD Hisrich (2021). Measuring Entrepreneurial Orientation in Developing Economies: Scale Development and Validation. *Jindal Journal of Business Research* 10 (2), 147-162
- Gupta, S, **Bhasin, J.** & Mushtaq, S. (2021). Employer Brand Experience and Organizational Citizenship Behaviour: Mediating Role of Employee Engagement. *Asia-Pacific Journal of Business Administration*, 13(3) 357-382, 1757-4323
- **Bhasin, J.** Mushtaq, S. & Chib, K. (2020). Exploring the Associations Among Intellectual Capital, Organization Learning Capabilities and Effectiveness. *The Indian Journal of Commerce*, 73 (1&2), 0019512X.
- **Bhasin, J.,** & Chib, K.S (2020). Interrelationship among Intellectual Capital and Organizational Effectiveness through Open Innovation and Organizational Learning Capabilities: An Integrative Literature Review and a Conceptual Framework. *OPUS*, 11(1), 0973-9866
- **Bhasin, J.,** & Chib, K.S (2020). Enhancing Organizational Effectiveness through Intellectual Capital: Empirical Evidence from Indian Pharmaceutical Sector. *Journal of Research in Management*. 12(1), 0974-0988
- Rana, M., **Bhasin, J.,** & Mushtaq, S (2020). Measurement of Cultural Intelligence and Its Impact on Psychological Adaptation of International Students in India. *Vision-The Journal of Business Perspective*
- Sharma, N., **Bhasin, J.,** Sujan, J., (2019). Creating a “Nalanda” for the New Millennia. *Jindal Journal of Business Research*. 1, 1-10 (DOI: 10.1177/2278682119850287)
- Sujan, B., **Bhasin, J.,** Mushtaq, S., (2020). Reallocation of HR Functions: A Study of HR Effectiveness in Banking Sector. *Jindal Journal of Business Research*. 9(1), 22786821
- **Bhasin, J.,** Mushtaq, S. & Gupta, S. (2019). Engaging Employees through Employer Brand: An Empirical Evidence, *Management and Labour Studies*, Sage Publication, 1-17 (DOI: 10.1177/0258042X19870322).
- **Bhasin, J.** Mushtaq, S. & Sujan, B. (2019). Mediating Role of Interpersonal Trust in Devolution of HR Functions and Organisational Commitment in Indian Banking Sector. *The Indian Journal of Commerce*. 72, (3 & 4), 0019512X.
- Rana, M., Mushtaq, S. and **Bhasin, J.** (2019). Cultural Intelligence and Life Satisfaction: An Empirical Study among International Students in India. *MERC Global's International Journal of Management*, 7(3), pp. 282-292. ISSN 2321-7278 (Print) and ISSN 2321-7286 (Online), URL: <http://ijm.mercglobal.org/abstractm427.html>



- **Bhasin, J.,** Mushtaq. S., Gupta, S. (2019). Employer Branding And Employee Work Related Outcomes: A Conceptual Framework, *Asian Journal of Multidimensional Research (AJMR)*, 8(3),188-202, ISSN: 2278-4853: DOI NUMBER: **10.5958/2278-4853.2019.00097.1**
- Ali, A & **Bhasin, J** (2019P) Understanding Customer repurchase Intention in E-Commerce: Role of Perceived Price, Delivery Quality and Perceived Value. *Jindal Journal of Business Research*.8(2), 2278-6821
- **Ali, A** & Bhasin, J (2019). Entrepreneurial Intentions in Millennials. *International Journal of Management, Technology & Engineering*.9(5), 2249-7455
- **Ali, A** & Bhasin, J (2019).A Model of Information Systems Interventions for e-Learning: An Empirical Analysis of Information System interventions in e-Learner Perceived Satisfaction.*Lecture Notes in Electric Engineering*. (1), 1876-1100
- Bhasin, J., Gupta. M., (2018) Work Family Enrichment -A Step Beyond Conflict *International Journal for Research In Engineering and Management* (ISSN 24549150)
- Bhasin, J., Gupta. M., (2017) Entrepreneurial Orientation of students in higher education sector. *Amity Journal of Entrepreneurship* 2(2)
- Rana, M., Mushtaq. S., Bhasin, J., (2017). Cross cultural Intelligence and Adaptability: A study of students from Kashmir Region. Proceedings of International Conference on Research and Business Sustainability ICRBS. ISBN No. 978-93-86238-38-2
- Sujana, B., Bhasin, J., Mushtaq. S., (2017). Demonetization and Devolution of HRM Functions: Bad or The Good Facet. Proceedings of International Conference on Research and Business Sustainability ICRBS. ISBN No. 978-93-86238-38-2
- Rana, M., Mushtaq. S., Bhasin, J., (2017). Turnover Intention and Retention Strategies: Reviewing the lost glory of nursing. : Amity Global HRM Review-7. ISSN No 2250-60x.
- Sujana, B., Bhasin, J., Mushtaq. S., (2017). : High potential workforce: Scale Development and Validation in Banking Sector. : Amity Global HRM Review-7. ISSN No 2250-60x.
- Parvez A. Mir, Bhasin, J., Rasool, G., (2017), Combined Scale for Measurement of Job Outcomes: Psychometric Properties and Validation, *Journal of General management Research*, Vol 4(1).
- Parvez A. Mir, Bhasin, J., Rasool, G., (2016), A Measure of Supervisory Power: Scale Development and Validation, *Jindal Journal of Business Research*, Vol 5(1), Sage.
- Bhasin, J., Gupta. M., (2015). Spiritual Intelligence in Dynamic Business World Strategies for Global Competitiveness and Economic Growth. *Excel Publications*. ISBN 9788183231411
- Bhasin, J., Gupta. M., (2015) Rural marketing India-An Optimistic Perspective. *Third-Eye a Journal of Business Review*. (ISSN 23193476)
- Bhasin, J., Gupta. M., (2016) Spiritual intelligence and entrepreneurship, *Spirituality in workplace Bonfring Publication* (ISBN 9789385477)
- Bhasin, J. & Rasool, G., (2015) "Community Participation Framework for Water Utilization in Jammu Region (J&K)" , *Journal of General Management Research*, Volume 2 Issue 2 ISSN 23482869
- Gupta, M. and Bhasin, J., (2014) The Relationship between Intellectual Capital and Brand Equity, *Management and Labour Studies*, 2014, SAGE Publications, Vol. 39, Issue 3, pp. 329-339



- Bhasin. J & Ali A. (2014), "Business Process Reengineering: A Case Study Of Central Bank Of India", Changing Dimensions Of Emerging Business Enterprises, Ed. Shekhar Upadhyay, Tripda Rawal, Ashish Mehta, Shroff Publishers & Distributors Pvt Ltd,
- Bhasin. J & Rasool G. (2014), "HR Intelligence: A Challenge for organizations", Management Challenges in the New Era: Strategies for Success, Ed. Rahela FarooqiSaif Siddiqui, Excel Publishers, New Delhi [ISBN 978-93-83842-08-7], pp.195-203.
  - Bhasin, J. (2008). "Information Communication Technology Enabled Tourism For Economic Empowerment Of Bhils In Rajasthan", E-Commerce:- Issues, Perspectives & Challenges in the Indian context Editors: Versha Mehta, Alka Sharma, Komal Nagar, K.W. Publishers Pvt. Ltd, ISBN: 978-93-80502-10-6, [www.kwpub.in](http://www.kwpub.in)
  - Bhasin, J. (2009). "Economic Empowerment of Bhils in Rajasthan, Economy of Rajasthan: Emerging Prospects and Challenges" Editors: Dr. Anju Kohli, Dr. Farida Khan, Dr. Arun Prabha Choudhary; Vol-1
  - Bhasin, J. (2010). "Transition of Human Resources in Hospitality Industry: A Case of Heritage Hotels in Rajasthan"; *South Asian Journal of Tourism & Heritage*, International Referred Research Journal Vol-3 No-1, ISSN No: 0974-5432
  - Bhasin, J. (2009). "An Integrated Framework of HRS for OE of Banks", *Apeejay Business Review, A Journal for the Strategic Decision Makers* Vol-10 No 1 & 2 ISSN No: 0974-1798.
  - Bhasin, J. (2009). "E-Governance in J&K: Some Reflections", *ASTI Journal of Training and Development*, Vol-X,
  - Bhasin, J. (2008) "Contemporary Trends in Teaching Skills in Technical Education: A Case Study of Select Institutions", Higher Education In Changing Scenario: Challenges and Prospects, Kashmir Book Trust, ISBN No: 978-81-908642.
  - Bhasin, J. (2008) "Tourism Potential of J&K State" , *ASTI, Journal of Training and Development*, Vol IX Number1,
  - Bhasin, J. (2008). "Marketing of Banking Services: Challenges & Opportunities" - University of Jammu, Strategic Service Marketing, R. D. Sharma, Hardeep Chahal, Wisdom Publications, ISBN No. 81-89547-30-5 Delhi
  - Bhasin, J. (2010) . "Economic impact of tourism in an era of recession", accepted for Publication in Book Edited by Dr. Hardeep Chahal, Dr. Sandeep Tandon Excel Publications, 2010, New Delhi.
  - Bhasin, J. (2006) "Marketing Opportunities and Challenges before Service Sector Educational Scenario in Hospitality and Tourism Sector (with Spl. Ref. to J&K State)" - *BVIMR Journal*,
  - Bhasin, J. (2010). "Public Private Partnership", *Political Economy Journal of India*, ISSN No: 0971-2097, Gale, Cengage Learning, Australia, Centre for Indian Development Studies ,[www.thefreelibrary.com](http://www.thefreelibrary.com)
  - Bhasin, J. (2010). "Human Resource Systems and Organizational Effectiveness: A study of Rural Banking in J&K", *International Journal of Research in Commerce and Management*, ISSN No. 0976-2183, Vol 1, Issue 4
  - Bhasin, J. (2010) HRD Audit: A Comparative Study of State Universities in Jammu and Kashmir, India in Proceedings at RMEE ( Review Of Management and Economic Engineering First Management Conference: Twenty Years After- How Management Theory Works, Technical University of Cluj- Na Poca, Romania, ISBN No:897-973-7695-99-4



- Bhasin, J. (2010). Human Capital Development: A Case Study of Tourism Industry in Jammu, *Singhad Business Review*, Vol III, Issue I, ISSN: 0974-0597, pp 28-36
- Bhasin, J. (2012). Public Private Partnership: A Case of PDD, J&K, Nirnay: The Journal of Decision Science, Vol 4, Number 1, January- June, 2010, ISSN: 0973-8002, pp: 41-51
  - Bhasin, J. (2011). Role of e-governance: New Administrative Initiatives, Management Perspectives in the new age: strategy, markets and people, eds: Neelu Rohmetra, Dinesh Sharma, ISBN: 978-81-7446-905-2, Excel Publications, New Delhi, pp: 165-177
  - Aima, A, Chauhan, V. Bhasin, J. (2011). Tourism Potential of J&K State: A Case Study of Mansar, Emerging trends in Tourism, eds: Ashok Aima, Vinay Chauhan, Jaya Bhasin, ISBN 978-81-7446-943-4/ Excel Publications, New Delhi, pp: 113-131, 2011
  - Aima, A, Chauhan, V. Bhasin, J. (2011). Adopting a Knowledge Infrastructure for tourism Development in Rajasthan, Emerging trends in Tourism, eds: Ashok Aima, Vinay Chauhan, Jaya Bhasin ISBN 978-81-7446-943-4/ Excel Publications, New Delhi, pp: 168-177
  - Bhasin, J. (2011) Eco Tourism: A Cause for Sustainable Development- A Study based on select Tourist spots of J&K State, Sustainable Destination Excellence: Innovations in Alternative Tourism, eds: Parikshat S. Manhas, ISBN: 978-81-909704-4-0, Dee Dee Reprographix, Jammu, pp: 105-112
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  - Bhasin, J. (2012) Global Economic Recession and Tourism: Implications for J&K, Innovative Tourism And Sustainable Development: Issues and Challenges, Kanishka Publishers, New Delhi, eds Aima A., ISBN 978-81-8457-371-8( Chapter 11),
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### **International/National Fellowships and Awards:**

- AIRF Fellowship Recipient (2021)
- Allan Moore Prize for Research Paper at The 10<sup>th</sup> International Conference at Northumbria University, Newcastle, U. K (2008)
- Awarded Fellowship (Cdn \$) 3600 under Faculty Research Program, Shastri Indo Canadian Institute, March 2011 to March 2012.

### **Events Organised (2013-22):**

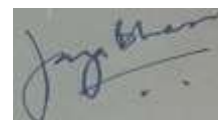
- Conferences/Seminars/Congress :08
- National Workshops/Workshops :30
- FDP's/Training Programmes/Short Term Courses :35
- Eminent/Entrepreneurial Lectures : 70+
- Webinars/ **International Lecture Series** : 36+

### **Membership of Professional Associations/Bodies**

- Association of Indian Management Schools (AIMS)
- Indian Commerce Association (ICA)
- Indian Society for Training & Development (ISTD)
- National Human Resource Development Network (NHRDN)
- National Institute of Personnel Management (NIPM)
- Indian Society for Technical Education (ISTE)
- All India Management Association (AIMA)

### **Institutional Contribution at Central University of Jammu:**

- Resource Mobilization for Academic Activities: **264.02 Lakhs**
- **02 B.Voc** programme introduced under National Vocational Skill Qualification Framework Policy (NSQF) by 2015, MBA (2018), PhD (Business Administration), 2020, MBA (Executive), 2021, Certificate Course on Research Methodology, 2021
- **03 New B.Voc Programmes** approved by UGC, 1<sup>st</sup> August 2018
- **Outreach Activities:** Department(s) is periodically conducting outreach activities for local Community/Artisans
- **Up-Graduation of Curriculum Design/Syllabi** as per UGC Choice Based Credit System (CBCS)
- **Library Resources Enrichment:** Free access of online resources (Cengage, Sage, Emerald, European Case Clearing House) : 04
- **Student Focused Initiatives** : 21  
Workshops:
- **Interactions with Corporate/Academia faculty from outside:**  
Corporate : 39  
Academia : 21



**(Prof. Jaya Bhasin)**