

CURRICULUM VITAE



Dr. MEENAKSHI GUPTA

(Ph.D, MSc. (Agri. Eco. & Statistics) ASRB-NET)

I/c Head, School of Economics

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EDUCATION

MSc, NET, Ph.D. (Ag. Economics)

RESEARCH DETAILS

- Institute: PAU Ludhiana
- Title of Ph.D. thesis Production and Marketing Pattern of Milk and Milk Products in Punjab, Dec 2008
- Scholarship: Institute

ACADEMIC APPOINTMENT

- Assistant Professor (academic level 11/Senior Scale) at SMVDU since 9 Sep 2013
- Assistant Professor (Academic level 10) at SMVDU w.e.f. 9 Sep 2009 to 8 Sep 2013
- Associate lecture at SMVDU w.e.f 26 Nov 2007 to 8 Sep 2009

FIELDS OF SPECIALIZATION

- Agricultural Economics

- Statistics

AREAS OF RESEARCH INTEREST:

- Agricultural Marketing
- Women Entrepreneurship
- Agricultural Economics/ Gender Studies/ Development issues
- Human Resource Development
- Environmental Economics

RESEARCH PROJECT

AICTE funded Major research Project, topic “Digital literacy penetration and its impact on creating sustainable livelihoods for rural women entrepreneurs in Jammu and Kashmir”

PUBLICATIONS

- Ajay Sharma, Meenakshi Gupta and Roop Lal Sharma (2021) “The Construct Validity of Farmers Perceptions of Agricultural Infrastructure and development in Jammu and Kashmir: Confirmatory Factor Analysis Approach” published in Academy of Marketing Studies Journal, Vol -25, Issue -3, 2021(ABDC –B Category) ISSN :1528-2678 online,1095-6298 print.
- Ajay Sharma, Roop Lal Sharma and Meenakshi Gupta (2021) “Developmental impact of Rural infrastructure in agriculture sector” published in Academy of Marketing Studies Journal, Vol -25, Issue -3, 2021(ABDC –B Category) ISSN :1528-2678 online,1095-6298 print.
- Ajay Sharma, Roop Lal Sharma and Meenakshi Gupta (2021) Structural Equation Modeling based Approach to Farmer’s Perceptions of Infrastructure as Shaping Agricultural Outcomes Empirical Economics Letters, 20, 5(2): (May 2021) ISSN 1681 8997(category C- Journal)
- Rajeev Kumar Singh, Kakali Majumdar and Meenakshi Gupta, “Measurement of Marketing Efficiency of Rice: An Empirical Study of the State of Uttar Pradesh”, Indian

Journal of Economics, University of Allahabad, ABDC- C category, Issue no. 398, Jan.2020, ISSN is 0019-5170, UGC Listed

- Rajeev Kumar Singh, Kakali Majumdar, Meenakshi Gupta, Vandana Sonker, Rinkesh Kumar and Rajesh Verma(2021) Information and Communication Technologies (ICT) Usage across Rice Cultivators Empirical Economics Letters, 20, special Issue 1:(May 2021) ISSN 1681 8997(category C- Journal) *Special Issue on Research Insights on Management, Social Science, Literature, Law and Science*
- Gupta M and Sharma V (2020) Sustainable Dairy Practices -An Insight to Chain Coordination Mechanisms of Unorganized Segment of Dairy Sector in Punjab State”, Academy of Marketing Studies Journal (AMSJ) Vol. 24 Issue 2. ISSN: 10956298. (SCI Journal and rated as B in ABDC category)
- Gupta M and Sharma V (2020) An Economic Analysis of Indian Walnut Industry: Prospects and Problems, International Journal of Disaster Recovery and Business Continuity Vol.11, No. 2, (2020), pp. 136–144.
- Gupta M and Chaudhary T F (2020) Prospects and Problems along the fragmented supply chain management for J&K poultry in the domestic market. *JCR*, 7 (11), 3806-3812.
- Gupta M and Sharma V (2019) "Demographic Characteristics Influencing Satisfaction Level of Pilgrims: A Case of Northern Shrines" International Journal of Trend in Scientific Research and Development, Vol.3, No. 5, pp.427-433. ISSN: 2456-6470 (Indexed Researcher ID/ Thomson Reuters and Cite score)
- Bukhari, S.S., Gupta, M. and Taggar, R. (2018). An Empirical Study on Employees Perception of Existing Flexible Work Practices and its Impact on their Performance. *Amity Global HRM Review*, 2018, Volume 8, September Issue, pp. 36-39.
- Mavi H.K., Gupta M and Kaur G (2016) Past trends and future prospects of fruits and vegetables in India *Elixir Agriculture* 94 (2016) 40318-40321
- Gupta M and Shazia S (2016), Religious Tourism in Katra- A gap analysis of skill requirements of human resources operating at various levels, *International Journal of Core Engineering & Management (IJCEM)* Vol 3(5), pp 47-54.

- Gupta M and Sharma A (2016), An Empirical Study on Impact Assessment of Road Widening, *International Journal of Research in Economics and Social Sciences*, 6(4), 347-354.
- Gupta, M and Sharma, V. (2014) 'Unveiling the role of marketing intermediaries of apples in J&', *Elixir Marketing Mgmt*,75, 27425-27429.
- Gupta, M. (2014) 'Perceptions of Farmers and Market Functionaries on Marketing Reforms under 'Model APMC Act' in Narwal Mandi Jammu', *Compendium of Research papers on "Land Question –Agricultural Credit, Technology and Marketing Reforms for Inclusive Growth in Jammu & Kashmir'*, 29-36.
- Gupta, M and Sharma, P. (2013) 'Relevance of Regression to Distinguish Variables Boosting Satisfaction Level of ReT', *Vishwakarma Business Review*, 3(2), 11-14.
- Bukhari, SS and Gupta M. (2012) 'Impact of talent management initiatives on organizational performance in service sector of Jammu region', *ArthAnvesan*,7(2) 65-79.
- Gupta, M and Sharma, P. (2012) 'Woman in Labour Market - A Special Emphasis on factors leading to Gender Division', *ACADEMICIA: An International Multidisciplinary Research Journal*, 2 (11), 171:179.
- Gupta, M and Bukhari, SS. (2012). Value Chain Analysis of Poultry Farming In Jammu Region- An Empirical Study, *Arthnvesan* 8(1), 41-51.
- Gupta, M and Sharma, P. (2011). Job Satisfaction Level of Teachers- A Special Emphasis On Rehbar-E-Taleem Scheme of J&K Government, *International Journal of Human Resource Management and Research* 1(1), 57:69.
- Taggar R and Gupta M. (2011) 'Analysis of service Quality of Technical educational institutes in Jammu Region' *Elixir, Management*, 39(2011) 4600-4604.
- Gupta M and Sharma P. (2011) 'Factor Credentials Boosting Quality of Work Life of BSNL Employees in Jammu Region', *Asia Pacific Journal of Research in Business Management*, 2 (2), 79-89
- Gupta M and Sharma P. (2011) 'A Study of Factors Enabling Female Entrepreneurs', *International Journal of Management Research*, 2(1), 71-79.
- Gupta M and Sharma P. (2011) 'Women Entrepreneurs Issues and tribulations', *Elixir Marketing*, 3097-3101.

- Gupta M and Sharma V. (2010) ‘Seasonal Variations in Dairying- A Study of Milk Producers in Punjab’, International Journal of Applied Agricultural Research (IJAAR) 5, 419-427.
- Gupta M and Sharma V. (2010) ‘Role of Informal Sector in the marketing of milk and milk products in Punjab’, Journal of IEM Institute of Business Management, 1(2) 28-32
- Gupta M and Sharma V. (2010) ‘Supply Chain Integration –A Study on Manufacturing Units in the Jammu Region’, ACRM Journal of Business and Management Research.
- Gupta M and Sharma V. (2010) ‘Direct Selling a Tool for Women Empowerment’, Kegees Journal of Social Science, 3(2), 243-247.
- Gupta M and Gupta V. (2009) ‘Impact of micro finance on rural women-A case study on Ellaqidehati Bank of Jammu Region’, SCOUR, 12(2)18-23.
- Sharma P and Gupta M. (2009). ‘Factors Determining Employee Satisfaction- A Case Study of Public Sector Organizations in Jammu Region’, Prabandhan: Indian Journal of Management, 2(6), 33-38.
- Gupta M and Sharma P (2009) ‘Job Satisfaction level of Employees – A Case Study of Jammu Region of J& K State’, the ICFAIAN Journal of Management Research, 3(5).17-25.
- Gupta M and Sharma V. (2009) ‘Quality of Work Life –A Study of Bank Employees in Jammu Region’ ACRM, Journal of Business and Management Research. 4(2), 1-8.
- Gupta M and Sharma V. (2009). ‘Indian Dairy Sector –Status and Policy Options’, Indian Journal of Marketing, India.39 (7) 36-41.
- Kaur H and Gupta M. (2008) ‘Problems and Strategies in Production and Marketing of fruits and vegetables in India’, Agriculture Situation in India Publication Division, Directorate of Economics and Statistics, Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India, X15(12),621-625.
- Gupta M and Kaur P. (2008) ‘Indian Dairy Sector- Current Scenario of Trade and Production’, Indian Journal of Agricultural Economics, Vol. 62 No. 03.
- Gupta M and Kaur P. (2008) ‘Role of Women in Weaker Section’s Economy with special Reference to Dairying- A case study of Bichpuri Block of Agra District’, Indian Journal of Agricultural Marketing, 22 (2) 59-64.

Book (Chapter)

- Sharma V and Gupta. M (2010) “Pilgrimage Satisfaction- An Appraisal of Services Provided at Jwalaji”, Innovations in Management Science. pp. 89-104. Global Research Publication- New Delhi.
- Sharma V and Gupta M (2012) “A Strategic Approach towards Destination Branding among Indian Tourists”, Modern Business Information Management. Jaipuria Institute of Management, Jaipur, Rajasthan, India.
- Mavi HK, Gupta M and Kaur P (2021) “A Study of Women Gender Involvement in Livestock Farming in Punjab State”, Sustainable Rural Development: Issues, Opportunities and Challenges Book well Publisher P. No 1-10
- Gupta M, Shriya G and Sharma S, “An Economic Analysis of Urbanization Growth and Impact Assessment of Factors influencing Urbanization in India” Sustainable Rural Development: Issues, Opportunities and Challenges Book well Publisher P. No No 165-175

BOOK EDITED

Dr. Meenakshi Gupta and Paras Dubey, Sustainable Rural Development: Issues, Opportunities and Challenges, Book well Publisher, New Delhi 2021. (978-93-86578-56-3)

WORKSHOPS/ ORIENTATION/REFRESHER RECOGNIZED BY NATIONAL /INTERNATIONAL PROFESSIONAL BODIES:

- Faculty Training Programme (Under SDP Scheme) on “Applied Econometrics for Management Research” Sponsored by AICTE, organized by Shri Mata Vaishno Devi University Katra (J&K) w.e.f July 10- 23, 2009.
- General Orientation Programme at UGC-ASC, University of Jammu w.e.f 30th may, 2011 to 27th June, 2011.

- Advance Orientation Training program on International Business Practices organized by PHD Chamber and Konrad-Adenauer-foundation, Germany at JKEDI, Jammu on 26th March, 2011.
- ISTE workshop on Introduction to Research Methodologies at IIT Bombay w.e.f 25 June to 4th July 2012.
- ISTE workshop on Environmental Studies conducted by IIT, Bombay w.e.f 2nd June 2015 to 12 June 2015.
- One Day workshop on Patent Drafting and Filing organized by DOBT, SMVDU Katra on 20th Oct 2016.7
- AICTE recognized short term courses on Optimization using MATLAB through ICT at SMVDU w.e.f 24 Dec 2016 to 28 Dec 2016.
- Attended and successfully completed 2-week Refresher course on Research Methodology organized by HRDC –SMVDU katra w.e.f 14 March 2017 to 27 March 2017.
- Attended and successfully completed AICTE approved FDP course **on** Economics of Health and Health Care **through** SWAYAM/ NPTEL course by Prof. Angan Sengupta, IIT Kanpur w.e.f 29 July 2019 to Sep2019.
- Attended One week FDP on Academic Writing: Theory & Praxis organized by SMVDU katra w.e.f 1 Nov 2019 to 6th Nov 2019.
- Attended National Workshop on Reading and Writing for Public Relations and Corporate Communications organized by SMVDU katra w.e.f 28 Jan2021 to 30 Jan 2021.
- Attended and successfully completed five days Faculty Development Program- Student Induction on UHV organized by AICTE w.e.f 26 July 2021 to 30 July 2021.

RESOURCE PERSON

- Delivered Guest Lecturer on “Need of Econometrics in Modern Business” in Department of Management Studies, MIET, Jammu on 25th June, 2011.
- Delivered 04 Guest Lecturer in the MDP on General Management Skills organized by MSME Development Institute, Jammu at MIET, Jammuu on 16th & 17th Feb, 2012.
- Delivered 02 Guest Lecturer in two- day training Programme on WTO and its implications in Agriculture w.e.f 06-07 sep 2016 at Training Hall SAMETI-J SKUAST-J Chatta

- Delivered a lecture on Data collection and Analysis Techniques in a 3-day workshop on “Research Methodologies and Data Analysis” organized by HRDC SMVDU w.e.f 26-28 Sep 2016.
- Delivered a lecture on Hypothesis testing in a five-day Faculty development Programme on “Use of Tools and techniques in research” organized by HRDCSMVDU w.e.f 26-28 Sep 2016.
- Delivered 02 Guest Lecturer in two- day training Programme on Agricultural Marketing _ new Paradigms w.e.f 06-07 Jan 2017 at Training Hall SAMETI-J SKUAST-J Chatta
- Delivered several lectures at GKITR Canal Road Jammu.

PAPERS PRESENTED IN CONFERENCES

- Gupta M (2009) Indian Manufacturing Sector: Status & Policy Options AICTE Sponsored National Seminar on Growth of Indian Industrial Sector, A Road map for Success, SMVD University
- Gupta M (2010) Carrying Capacity and Tourist Area Life Cycle-An Integral Dimension of Destination Management, Trans-Himalayan Tourism Reconciling Development and Conservation, Jammu, India organized under UGC SAP-SAP-DRS-1, by University of Jammu.
- Gupta M (2010) Tourist Destination Management –Issues and Challenges, Trans-Himalayan Tourism Reconciling Development and Conservation, Jammu, India organized under UGC SAP-SAP-DRS-1, by University of Jammu.
- Gupta M (2010) Pilgrim Satisfaction – An Empirical Study, International Centre for Cross Cultural Research and Human Resource Management, Jammu, India by University of Jammu.
- Gupta M (2011) Examining the Relationship between Travel Motivation and Lifestyles among Tourists and Its Marketing Implications 4th National Conference on “An

Integrated Approach to Tourism Development: Contemporary Practices and Innovations”
25-26 February University of Jammu

- Gupta M (2011) Rural Tourism and Role of Host Community towards the Sustainable Development of the Rural Areas 4th National Conference on “An Integrated Approach to Tourism Development: Contemporary Practices and Innovations” 25-26 February, University of Jammu.
- Gupta M (2012) Empowering Women for Self-Sustainability International Conference on Sustainable Practices in Trans Himalayan Destinations (SPTHD 2012), 2012, 2nd - 3rd March, 2012 University of Jammu (J&K).
- Gupta M (2012) Managerial Perception towards Special Incentive Schemes in Tourism International Conference on Sustainable Practices In Trans Himalayan Destinations (SPTHD 2012), University of Jammu (J&K). 2nd -3rd March, 2012.
- Gupta M (2012) Dynamics of Indian Livestock sector with special reference to poultry farming UGC Sponsored National Seminar on Strategic Dimensions of Value Chain for Sustainable Development, 1st Sep 2012 SMVD university.
- Gupta M (2012) Religious Tourism in Katra-A gap analysis of Skill requirements of human resources operating at various levels, National Conference on Tourism and Cultural Heritage of Rajasthan: Issues and Challenges, 8-9 Dec 2012.
- Gupta M (2013) Impact of functional competency on performance of manufacturing sector- An empirical study on J&K manufacturing units One Day UGC sponsored National Conference on “Contemporary Issues in Business with reference to Global Economic Meltdown March 29, 2013 SMVDU.
- Gupta M (2013) Stress and its influence on people working in Health sector in National Conference held by Central University of Jammu 22-23 Nov 2013 Central University of Jammu.
- Gupta M (2014) “Perceptions of Farmers and Market Functionaries on Marketing Reforms under ‘Model APMC Act’ in Narwal Mandi Jammu Compendium of Research papers on “Land Question –Agricultural Credit, Technology and Marketing Reforms for Inclusive Growth in Jammu & Kashmir” Seminar held by NABARD J&K Regional Office, Jammu, 06 January 2014, 29-36.

- Gupta M (2014) An Empirical Study On Women Entrepreneurs in Jammu Region ICSSR sponsored two-day International Conference on “Shifting Paradigms in Applied Economics and Management: Course Correction 1-2 August, 2014 SMVDU.
- GuptaM(2016)Changes in Cropping Arrangement in Jammu And Kashmir , National Seminar held by Department of Economics, SMVDU on 28th Dec 2016
- A study to evaluate the Quality of Services provided by e-tailers, **National seminar** held by Department of Economics, SMVDU on 30 March 2017
- Employees perception of Existing Flexible Work Practice and its Impact on their performance: An empirical study, International conference held by Department of Economics, SMVDU onn24-25 March 2017
- Explore the relationship between occupational Stress and organizational commitment among nurses of Government Hospitals in Jammu City International conference held by Department of Economics, SMVDU on28-29 July 2016
- Displacement and Rehabilitation of road widening of NH-1 International conference held by Department of Economics, SMVDU on 28-29 July 2016
- Agricultural Marketing and Sustainable Development, International conference held by Department of Economics, SMVDU on 24-25 March 2017
- Production and Marketing value chain of Paddy, FIRST PAN IIT International Management Conference-2018, IIT Roorkee India, Nov30- Dec2, 2018
- Issues and challenges for primary education in rural Sector: A case Study, **One Day** International Seminar on Sustainable Rural Development in India: Issues Opportunities and Challenges, SoE, SMVDU in association with NABARD
- Impact Assessment of factors influencing urbanization in India One Day International Seminar on Sustainable Rural Development in India: Issues Opportunities and Challenges, SoE, SMVDU in association with NABARD

- Women entrepreneurship: Opportunities and Challenges, A two day international conference on Management Education: The road Ahead SOB, SMVDU,6-7 June 2019
- Role of Infrastructure in Promoting Sustainable Agriculture, International E-conference on recent Advancements in the Areas of Management, Social Sciences, technology &Tourism, Indian Academicians and Researchers Association,14 June 2021

National Award/Fellowship from Academic Bodies/ Associations

- National Citizenship Gold Medal Award in the field of Education from Global Economic Progress and Research Association
- Bharat Ratna Mother Teresa Gold Medal Award from Global Economic Progress and Research Association
- Bharat Vikas Award in the field of Environmental Economics from Institute of Self Reliance, Bhubaneshwar
- Women Researcher Award in the 4th International Scientist Awards on Engineering, Science and Medicine
- Amity Excellence Award for Best Faculty in the area of Agricultural Economics

PG dissertation Supervision

- Has supervised more than 50 PG dissertations

PHD SUPERVISION

Awarded

- Dynamics of Agricultural Marketing: A Study with Special Reference to Rice in Uttar Pradesh (PhD student: Rajeev Kumar Singh, 12/08/2021).

Submitted

- A Study of Infrastructure development and its Impact on Agricultural Production in Jammu & Kashmir (PhD student: Mr. Ajay Km. Sharma, 2021).

Pursuing

- Impact of Microfinance on Women Empowerment: A study of Jammu Region (PhD student: Ms Meenu Sharma)
- Economics of Agriculture under climate Change: A Study of Western Himalayan region of Indian Himalayas(PhD student: Mr. Tahir Fazal Chaudhary)

PROFESSIONAL MEMBERSHIP

- Member of Editorial board of AJO (Academic Journals online) registered with society registration, government of India
- Chief Advisor to International Journals of Multidisciplinary Research Academy (IJMRA) A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories (www.ijmra.us)
- Editorial member of MERC Global's International Journals of Management
- Life Member of Indian Society of Agri-Business Management
- Life member of Indian Economic Association, AERA, TIES, Indian society of Agricultural Marketing, ISAE.