



Editorial Team Profiles

Dr. Amarjeet Kaur – *Editor-in-Chief*



A self acclaimed corporate trainer and an action-oriented self-motivated individual; Dr. Amarjeet kaur has more than three decades of experience in education and food industry. She is currently working as professor of Accounting; Dean, Faculty of Commerce & Management, Dean – Academics Affairs and Director, Gender Studies Centre of Excellence at Gurugram University, Gurugram, India.

She is a Certified Management Accountant (CMA) from the Institute of Management Accountants (IMA), USA. She has dual master's degree: an MBA from The University of the West of the Scotland (UWS), UK and M.Com from MD University, India. She is travelled extensively and has taught at two prestigious Universities of USA viz., College of Business (AACSB Accredited) at Valparaiso University, Indiana and North Dakota State University, North Dakota. She is a visiting professor at IIM, Sambalpur, Odisha, India. She has 15 books (authored or edited) and 73 research papers to her credit; about half of these papers are published in Emerald, Sage, Inderscience and ABDC listed journals. She is Editor-in-Chief of GUBR, an international peer reviewed bi-annual journal. She loves public speaking and has been invited at more than 100 forums as an expert or keynote speaker or session chair of conferences. In addition, she is associated with UGC EDUSAT program for higher learning and delivers live lectures on Television at Doorsarshan VYAS Channel for Higher Education and has more than 150 videos available on YouTube. She has been conferred with many awards in recognition to her contribution in the academia. She is a very dedicated person, who loves and admires nature and enjoys yoga & travelling.

LinkedIn: <https://www.linkedin.com/in/dramarjeetkaur/>

Scopus Profile: <https://www.scopus.com/authid/detail.uri?authorId=57195236890>

Google Scholar Profile: <https://scholar.google.com/citations?user=e1ffjLUAAAJ&hl=en>

RG Profile: <https://share.google/i9Qf4F0mYdDXoY3oA>

Dr. Surabhi Goyal – *Editor*



Dr. Surabhi Goyal is Associate Professor & Chairperson at Department of Management and Coordinator for Unnat Bharat Abhiyan at Gurugram University, Gurugram, India. She is a keen learner, passionate mentor, learned academician and a harmonious team worker. Dr. Goyal is a management graduate from Institute of Management Studies & Research, M.D. University, India, UGC-NET (JRF), M. Phil from C.D.L University, India and Ph.D. from GGSIPU, New Delhi. A continual learner and with an experience of around 18 years in teaching and research, she published a book and more than 25 papers in various national and international journals, conference proceedings. Three research scholars also got their Ph.D. degrees awarded under her guidance. She polished her teaching skills and

knowledge by participating in various FDPs organised by IIM, Central and State Universities, Online refresher courses and certifications by Swayam, UGC, All India Management Association (AIMA) and many eminent private institutes in India. She has conducted several MDPs and FDPs of national repute in the area of Accounts and Finance. Her areas of interest are Corporate Finance, Personal Finance, Investment Banking, Income Tax, Accountancy, Intellectual Property Rights and Banking & Insurance.

Dr. Vinod Kumar – Associate Editor

Dr. Vinod Kumar is working as Assistant Professor at Department of Management, Gurugram University. Dr. Vinod Kumar specializes in branding, research methodology and service marketing. He has obtained Ph.D degree in Management from University School of Management, Kurukshetra University. He has qualified UGC NET in Management subject. With over 16 years of experience in academia, he has authored and co-authored 30 research papers, book and book chapters in Scopus indexed, Web of Science, UGC care, peer-reviewed journals and holds multiple patents and copyrights. He has participated in number of seminars and conferences and presented research papers.

ORCID ID: <https://orcid.org/0000-0002-3578-8155>

Dr. Ritu Yadav – Associate Editor

Dr. Ritu Yadav is an Assistant professor in Department of Management, Gurugram University, Gurugram. Dr. Yadav holds more than 6 years of experience in teaching, research and academia. She has obtained her Doctorate Degree in Management field from Institute of Management Studies and Research (IMSAR), Maharshi Dayanand University, Rohtak, Haryana. She holds Master's degree in the field of Management as well as Commerce and has qualified UGC NET with JRF in Management & Commerce. She has authored and co-authored more than 30 research papers in renowned journals indexed with ABDC, SCOPUS, WOS, etc. She has presented more than 20 research papers in national and international conferences.

ORCID ID: <https://orcid.org/0000-0003-1224-8575>.

Dr. Tabassum Ahmed – Associate Editor

Dr. Tabassum Ahmed has an experience of more than 13 years in various fields like academics, aviation, BPO and banking, with well-known organisations like JERC Jaipur, Genpact, IndiGo Airlines and SBI. She joined State Bank of India as a Probationary Officer in 2012 and holds an excellent track record of more than nine years in the banking sector. She is an engineering graduate and holds a Ph.D degree in Management. She has qualified UGC-NET and has been awarded a JRF in management in the year 2019. Her areas of interest include Human Resource Management and Marketing in general and Organisational Behaviour and Customer Relationship Management in particular. In a short span of her academic career of two years, she has published a book, filed a patent, convened an International Conference and has published several research papers. She is a keen learner who believes that acquiring knowledge and gaining wisdom is a never-ending process in life.